

SHIN INVESTOR RELATIONS RELEASE

Shin Corporation Senior Management Succession

Shin Corporation Plc. today announced management changes as part of a Succession Plan first initiated in 2005. Part of the company's human resources development program, the Plan's objective is to identify successors from the level of Assistant Vice President and to ensure that they are well-trained and prepared for future promotion.

In the meeting of the Board of Directors of Shin Corporation Plc., no. 3/2007 and the Board of Directors of Advanced Info Service Plc., no.3/2007 held on the 22nd of March 2007, the Corporate Governance policy was reviewed as part of the regular process. The consideration included Board Authority, Disclosure Report, Risk Management as well as Succession Plan. The Boards of both companies unanimously agreed to pursue the succession plan for senior executives as proposed by the Management and endorsed by the respective Nomination Committees with the following resolutions :

1. To appoint Mr. Somprasong Boonyachai, current Executive Chairman of Advanced Info Service Plc., and in charge of Wireless Communication business to 2 positions:
 - Executive Chairman of Shin Corporation Plc., in charge of Group business, replacing Mr. Boonklee Plangsiri,
 - Acting President of Shin Corporation Plc., replacing Mrs. Siripen Sitasuwan.
2. To appoint Mr. Vikrom Sriprataks, Chief Technology Officer of Advanced Info Service Plc., to the post of Chief Executive Officer of Advanced Info Service Plc. in charge of Wireless Communication business, replacing Mr. Somprasong Boonyachai who still remains the Chairman of the Executive Committee of Advanced Info Service Plc.
3. To appoint Mr. Arak Chonlatanon, Executive Chairman E-Business and Others to be in charge of Media & Advertising business, replacing Mr. Niwattumrong Boonsongpaisan also.
4. Dr. Dumrong Kasemset still remains Executive Chairman Satellite and International Business.

The Boards also resolved that the effective date for these management changes will be 1st of July 2007 to allow for a smooth transition. This early announcement is to comply with the disclosure requirements in accordance with the corporate governance policy of the companies.

Following the effective date, both Mr. Boonklee Plangsiri and Mrs. Siripen Sitasuwan will continue to serve as Board of Directors while Mr. Niwattumrong Boonsongpaisan will serve as advisor of the Company.

Mr. Boonklee Plangsiri explained that the succession plan was first proposed in late 2005 by a group of foreign training experts who conducted the annual workshop for senior executives. Following the workshop, senior executives were then grouped according to their ranks and positions. Each was requested to identify his or her own successors and to ensure that they are well prepared to take on higher level appointments in future. The senior management changes will allow younger executives to steer the Group to its next phase of growth.

"The Board of Directors viewed Khun Somprasong Boonyachai as the most suitable choice. He has been very well recognized and accepted among executives and employees of the Group. I am confident that Khun Somprasong will be able to lead our organization to future success. Similarly, Khun Vikrom Sriprataks has an established track record with Advanced Info Service Plc.. With his extensive experience in the telecom industry, AIS will be further strengthened and continue to grow." Mr. Boonklee Plangsiri concluded.

Mr. Pong Sarasin, Chairman of the Board of Directors, congratulates Mr. Somprasong Boonyachai on his appointment as Executive Chairman of Shin Corporation Plc.. Mr Pong also added, "Mr. Somprasong will get support from all the members of the Board. We believe his strong track record and extensive experience will be an asset to the Company and its future growth."

Regards,

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