

True 2Q2010 Analyst Conference

Dear all,

True Corporation (SET: True) is releasing its 2Q2010 financial statement to the SET on Monday, August 16 after the market closes. There will be an analysts' conference to discuss the 2Q2010 results on Wednesday, August 18, 2010 at 10.00 a.m. at the Auditorium on the 21st floor of True Tower, Rachadapisek Road, Bangkok.

Material to be presented will be made available on our website www.truecorp.co.th before the briefing begins.

There will be no conference call/dial-in facility this quarter. This facility has been replaced with a live webcast of the conference. We would like to encourage non-attending participants to make use of this facility as it provides both live streaming of speakers and enhanced audio quality. Moreover, the facility for webcast participants to pose questions to True's management via the webcast system ensures questions are fully understood and can be answered in a more efficient manner.

Link for the 2Q2010 results webcast

The link for the 2Q2010 results webcast is <http://www.truecorp.co.th/AnalystConference/dev>

The username and password are:

Username: TRUE

Password: 2Q10

A number of improvements have been made to the webcast system in order to avoid problems with firewalls or browser security settings. However, we still suggest you attempt a trial login to the system and that you use **Internet Explorer** to view the webcast. Please notify us if you have any problems using the facility.

The link for the webcast (**for testing only**) is

<http://widget.truelife.com/trueconference/ondemand/conference.htm>

Please login prior to the start of the conference on August 18 in order to provide contact information and ensure the system is fully operational.

Please confirm your participation or send any queries to ir_office@truecorp.co.th