



CELCOM LAUNCHES NEW 'MINUTES PLAN' FOR POSTPAID

Plans are uniquely tailored to offer customers flexibility and freedom

Kuala Lumpur, 29 March 2005 - In moving towards a customer centric organisation, Celcom (Malaysia) Berhad has introduced Malaysia's first 'Minutes Plan', which offers the best rate to reach more than 20 million people.

Specially customized to meet customers' individual communication needs, this new postpaid package is the one and only minutes plan in Malaysia with one flat rate for all fixed lines and mobile numbers in Malaysia, 24 hours a day.

There are several bill plans under this package, all of which are segmented by minutes. Among the benefits customers can enjoy in this plan include free minutes and SMS' additional minutes at a low flat rate of 15 sen per minute; free value added services such as Voice Mail, Call Waiting, Call Conferencing, Call Hold, CLIP and GPRS access; and no access fee.

"It is our plan to revolutionize the postpaid market. This new plan was introduced as a means to provide our customers with a more synchronised system that will serve them better. Each call plan is uniquely designed to enhance the benefits which they currently enjoy, and allows them to get the most out of their mobile phones," said En Zubir A. Rasid, Senior Vice President, Customer Management Group and Mobile Data, Celcom (Malaysia) Berhad.

"This is the one and only postpaid plan, forget the rest. We want to end the confusion by offering a package designed with simplicity and easy for customers to understand. We want them to know that at the end of the day, the choice is still in their hands."

"The development of our new postpaid packages is driven by the sensitivity to our customers' varied communication needs in terms of their usage preference and patterns as well as budgetary considerations. These new 'Minute Plans' will give our customers more value for their money and the freedom to choose the plan that is best for them," he added.

In December 2004, Celcom launched its new prepaid brand called Xpax, after consolidating its prepaid packages. The consolidation has helped Celcom better understand its customer base and hence extended the Company a winning edge in designing better plans and rates for its customers. Celcom hopes it will attract new customers by injecting new life to its postpaid package, as well.

“We believe that Celcom will be able to entice new customers over the next few months with the introduction of these new attractive plans and favourable rates. In addition, we are going beyond conventional voice communications by launching a whole suite of useful contents and applications to increase the value proposition of mobile connectivity,” En Zubir said.

Beginning May 2005, all existing postpaid customers will be automatically matched to the ‘Minutes Plan’ that best suits their usage pattern.

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