



## **CELCOM TREATS CUSTOMERS TO PREMIERE SCREENING OF STAR WARS EPISODE III: REVENGE OF THE SITH**

**Kuala Lumpur, 18 May 2005** - Widely recognised for offering the best in mobile technology, Celcom (Malaysia) Berhad is also known for its active involvement in entertainment and lifestyle and bringing the stars closer to customers, via our **Celcom In-Showbiz** brand pillar.

In conjunction with this, Celcom hosted a grand premiere screening of the final Star Wars movie, titled '*Star Wars Episode III - Revenge of the Sith*' at the GSC cinema in Berjaya Times Square on 18 May 2005. Additional screenings were also held at GSC cinemas nationwide.

The premiere screening was organised as a platform to reward loyal customers and to acknowledge them for their continuous support to the Company.

"As a token of our deepest appreciation to our customers, we have put together this special screening for them so they can experience this highly anticipated Star Wars movie before it debuts in cinemas nationwide. Celcom is proud to be associated with the film and we are excited about rewarding our customers with this special event," said Dato' Ramli Abbas, Chief Executive Officer, Celcom (Malaysia) Berhad.

Aside from the screening, Celcom is also the official mobile content provider for *Star Wars: Episode III - Revenge of the Sith* content downloads. Customers can enjoy downloadables such as ringtones, wallpapers, screen savers, truetone sound effects, themes, Java Games, Ring Back Tone and picture messages.

In addition, customers and fans of Star Wars can also purchase Limited Edition Xpax Starter Packs which comes with an exclusive RM10 Recharge Card and a 3D hologram notebook that is available in three different designs. Customers may also purchase Recharge Cards featuring Star Wars characters such as Darth Vader and Yoda. The recharge cards come in three price denominations - RM10, RM30 and RM50.

Apart from having these special collectible items, Celcom is also introducing the Star Wars games challenge for all its customers who are

fans of the film. For more information on the Star Wars great offers and games challenge, kindly log on to [www.celcom.com.my](http://www.celcom.com.my).

“This special screening is just one of the many entertainment-based avenues we have introduced as part of our on-going efforts to reach out to all our customers, young and old. At Celcom, we strive to continuously delight our customers and one of the ways to do so is by offering them exciting ways of getting up close and personal with their favourite films,” Dato' Ramli said.

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