



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**CELCOM ANNOUNCES FINALISTS
OF THE CELCOM XCHANGE PROGRAMME 2006**

KUALA LUMPUR, 27 NOVEMBER 2006 – Celcom (Malaysia) Berhad has announced the 17 finalists of its Celcom Xchange programme. Out of the 140 schools nationwide that participated in the Xchange programme, these 17 schools came out with the most outstanding projects and will be competing for the Grand Prize during the Celcom Xchange Awards Night 2006, to be held at the Hilton Kuala Lumpur on December 11, 2006.

All 17 schools will present their projects during the Final Judging Session, which will take place prior to the Awards Night on December 10 and 11 at Impiana KLCC Hotel and Spa. The panel of judges will include a representative from the Ministry of Education, Celcom's management team and the media.

The projects will be judged based on five different criteria, which are creativity, teamwork, timeliness, originality and practicality. The Grand Prize winner will receive RM5,000, the first runner-up will receive RM3,000 and the second runner-up stands to receive RM1,000.

Celcom is also proud to announce that last year's Grand Prize Winner, SMK Batu Lintang from Sarawak is also nominated for the NSTP-PriceWaterhouseCoopers 'Malaysian Humanitarian Award' in the Team Category.

Their project, titled 'Spread the Love' revolved around organising various activities that helped collect much-needed funds to assist the impoverished family of Mr Milo Tablin anak Guning for their daily basic needs.

Highlighting this year's results and the objectives of the programme, Norliza Kamaruddin, Vice President of Corporate Communications, Celcom (Malaysia) Berhad said, "Celcom designed this programme with one clear

objective in mind - and that is to empower the youth of today to strive to fulfil their fullest potential and fuel their passion to succeed in whatever they undertake.

“At Celcom, we strongly believe that our brand vision carries through to this Celcom Xchange programme. We would like to congratulate the X-bassadors for challenging their capabilities and making it this far to the finals. Their efforts will culminate in this year’s Celcom Xchange programme Awards Night, where they will be feted at a grand dinner,” Norliza added.

Celcom Xchange is a youth outreach programme that was initiated in 2003 to provide students with various opportunities to learn and gather insights about the corporate world and to familiarise themselves with requirements and tips about today’s working culture.

It serves as a platform to empower students in Secondary 2 and 4 to aim for their dreams and fuel their passion to succeed, transforming them into shining examples, ambassadors, leaders, high performers and effective agents of change. For this year’s programme, Celcom took Xchange on a nationwide tour, covering all 14 states, 140 schools and over 2,800 students.

This year’s Celcom Xchange programme was launched in April by YB. Dato’ Sri Hishamuddin Tun Hussein and is endorsed by the Ministry of Education.

Below is the list of the 17 schools participating in the finals and their project titles. Due to the uniqueness of their projects, one additional school from Penang, Terengganu and Sabah have also been invited to present their projects at the Final Judging session and compete for the Grand Prize during the Awards Night.

STATE	SCHOOL	PROJECT TITLE
KUALA LUMPUR	SMK Maxwell	Spastic Kids (Sentuhan Halus Maxwell)
SELANGOR	SMK Meru	Tandas Oku-Meru-XChange
NEGERI SEMBILAN	SMK Bukit Mewah	War Against Dengue
MELAKA	SMK St. David	Disable But Not Unable
JOHOR	SMK Skudai Baru	‘Kemiskinan di Bandar Raya’
PENANG	SMK Convent Pulau Tikus SMJK Phor Tay	A Child Diabetes Awareness Campaign (SOS) Kami Bersamamu
PERLIS	SMK ABI	Dengarlah...Sesuat Menantimu
KEDAH	SM Sains Sultan Mohamad Jiwa	Menyemai Harapan Mencapai Aspirasi
PERAK	SMK Tambun	Meningkatkan Taraf Pendidikan Anak-Anak Orang Asli
PAHANG	Sekolah Sains Sultan Haji	Shah XChange Service For All

	Ahmad Shah	
TERENGGANU	SMK Seri Berang SMK Tengku Mizan Zainal Abidin	"Let's Clean Our Last Step In The World" Meh XChange Oku
KELANTAN	SMK Kadok	Projek Pasar Dalam Taman
SABAH	SMK Takis SMK (P) Likas	Projek Sinar Harapan The Colours Of Independence
SARAWAK	SMK Matang Hilir	Matang Hilir Membawa Sinar Buat Autisme

- end -

About Celcom (Malaysia) Berhad

Celcom (Malaysia) Berhad is now the country's most experienced and premier mobile cellular telecommunications company with more than 7.8 million customers. It currently has the widest network coverage covering 97% of the populated areas in the country. It was the first to launch the 3G service in Malaysia and have the widest GPRS and 3G coverage in the country.

Celcom also offers international roaming service in more than 119 countries over almost 306 networks worldwide. It currently offers mobile telephony services in Malaysia for postpaid and prepaid products under the 019 and 013 access codes. For more information on Celcom, log on to <http://www.celcom.com.my>

Released by **CELCOM (MALAYSIA) BHD** through **ASIA PUBLIC RELATIONS CONSULTANTS SDN BHD**. Media Enquiries: **AZMAN SHAWAL** (019-2189288) / **JOHN LEE DE AGAMA** (019- 8633144) / **AHMAD HAFIZ OSMAN** (019-2088174). Asia PR Consultants: **Tel: 03-7954 5966 Fax: 03-7954 9808** Email: asiaprc@po.jaring.my
