



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**CELCOM PRESENTS 'BLACK ICE' GPRS PHONES  
TO WINNERS IN SABAH**

**Kuala Lumpur, 29 November 2006** – Celcom (Malaysia) Berhad announced the lucky winners of the 'Black Ice' GPRS phones from the Land Below the Wind. Having announced the first 40 of thousands of winners in the Klang Valley recently, Celcom shifted its attention to rewarding customers in Sabah.

Celcom has also extended its 'Tower X' campaign an additional two weeks until 15 December, to allow more customers to enjoy the various benefits and rewards.

Encik Sainuri Yahmin, General Manager of Sabah Region, Celcom (Malaysia) Berhad elaborated on the objectives of the prepaid registration drive and said, "We launched the 'Tower X' campaign to spur Celcom's prepaid registration initiative. Customers who register their prepaid line within the 19 October to 15 December timeframe stand to win one of the thousands of 'Black Ice' GPRS phones.

"We have also introduced various rewards such as 100 free SMSes to 8pax and up to RM20 worth of airtime to encourage more customers to register.

"We urge our customers to register their lines before this deadline. The government is serious about the deactivation process of unregistered lines. Failing which, we would not be able to reactivate lines that have not been registered prior to the deadline," Encik Sainuri added.

To spearhead Celcom's prepaid registration drive, the 'Tower X' campaign was launched nationwide on October 19, 2006. In conjunction with the launch of Tower X, a 30 foot by 30 foot X-shaped construct was erected.

Celcom has shifted its prepaid registration exercise into top gear and topmost priority in efforts to get all its customers who have yet to register to do so before December 15, 2006.

As the deadline draws closer, Celcom has in place a number of avenues to register prepaid lines. Firstly, customers may register at any of Celcom's branches nationwide, at Celcom's dealers, TM Point, POS Malaysia post offices, or at any of the participating Shell, Petronas and BHP petrol stations. Alternatively, customers may register via IVR (Interactive Voice Response) by dialling the number 019-300 0910 and may also log on to the Internet by visiting [www.rhb.com.my](http://www.rhb.com.my), [www.cimbclicks.com.my](http://www.cimbclicks.com.my) or Maybank2u.com.

Celcom is dedicated to ensuring the registration process reaches as many of its customers as possible. Hence, Celcom has deployed thousands of promoters who will be touring the country until the end of the campaign period to drive the registration initiative.

This will allow prepaid subscribers to register at any Celcom road show or event happening throughout the nation. The promoters are stationed in the Klang Valley, Ipoh, Penang, Alor Setar, Kuantan, Kuala Terengganu, Kota Bharu, Johor Bahru, Muar, Batu Pahat, Melaka, Seremban, Kota Kinabalu and Kuching.

Celcom will also be announcing the winners of the 'Black Ice' GPRS phones in Sarawak and Penang in the coming future.

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**About Celcom (Malaysia) Berhad:**

Celcom (Malaysia) Berhad is now the country's most experienced and premier mobile cellular telecommunications company with 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 has the widest GPRS and 3G coverage in the country.

Celcom also offers international roaming service in 119 countries over 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>

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