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## **CELCOM-VODAFONE ALLIANCE POWERS NEXT GENERATION OF 3G BROADBAND UNDER 'POWER OF THREE' PACKAGE**

**Kuala Lumpur, September 19, 2006** - Power brand, Celcom (Malaysia) Berhad, has taken a quantum leap forward in providing powerful telecommunications with the introduction of three new products and services through Celcom's strategic alliance with the world's leading mobile telecommunications company, Vodafone.

Through the alliance, Celcom establishes itself as a global player that delivers powerful world-class Enterprise products, with Malaysians able to enjoy greater enterprise power in their hands.

Among the products and services introduced under this partnership is the Vodafone Mobile Connect 3G Broadband data card, which includes Vodafone Mobile Connect award-winning software that optimizes the connection through an easy-to-use graphical interface.

Welcoming Celcom's latest offering and tie-up with Vodafone, Dato' Shazalli Ramly, Chief Executive Officer of Celcom (Malaysia) Berhad, commented, "Mobility and broadband access are the keys to successful modern businesses. With the ability to take the workstation out of the office, users have the freedom of mobility and flexible time management. Through Vodafone, our customers can further leverage a global community, and the accompanying cost advantages and innovative products and services."

Through this product, Vodafone stands to expand its global footprint further whilst Celcom customers will have access to the latest in 3G broadband technology. The Vodafone Mobile Connect 3G Broadband data card supports HSDPA (High-Speed Data Packet Access), known locally as Celcom 3GX, and enables download speeds of up to 1.8 Mbps and upload speeds of up to 384 Kbps.

"The Vodafone Mobile Connect 3G Broadband solution, combined with the Celcom 3GX network, brings the power of connectivity and mobility to the modern enterprise. HSDPA is 4 times faster than 3G and 15 times faster than GPRS, so your office can truly be wherever you are," added Dato' Shazalli.

In addition to the Vodafone data card, Celcom will introduce enhanced roaming capabilities that enable superior rates and services in more networks around the world.

On the roaming partnership, Dato' Shazalli explained that the strategic alliance with Vodafone will enable Celcom customers to enjoy superior roaming services over 306 operators worldwide, with 34 operators fully equipped for 3G roaming.

In the near future, Celcom customers will also enjoy a Virtual Home Environment (VHE) when roaming on Vodafone networks, with the same short codes and services that they would use in Malaysia. For instance, customers can access their voicemail by dialing 1313 and 1111 for Careline from their mobile phone, just as they would in Malaysia.

The collaboration with Vodafone enhances Celcom's position as the most powerful mobile telecommunications provider in the country, while providing customers with seamless services worldwide through Vodafone's vast roaming global footprint.

As part of its alliance with Vodafone, Celcom is also introducing the BlackBerry® Enterprise Solution, developed by Research In Motion (RIM), which will further augment Celcom's mobile enterprise portfolio. The BlackBerry® Enterprise Solution is the leading wireless enterprise solution comprising of the BlackBerry® Enterprise Server software, handsets and service to keep mobile professionals connected to people and information while on the go.

The BlackBerry® 8707v will be the first BlackBerry® handset available from Celcom, making Celcom the first in Malaysia with a UMTS-enabled BlackBerry® device. The BlackBerry service from Vodafone's solution will initially be made available to enterprise customers, through Celcom's B2B channel.

Operating under Celcom's 3G/ GPRS network, BlackBerry® 8707v customers can simultaneously speak on the phone while sending and receiving email, browse the Internet or use other mobile data applications. The BlackBerry® 8707v can also be used as a tethered modem to connect users to the Internet from their laptop.

Celcom's business customers will enjoy a range of flexible tariff plans, depending on their voice, email and browsing requirements.

"Celcom is once again pioneering advanced mobile technologies by introducing the first UMTS-enabled BlackBerry® device in the Malaysian market. Coupled with Celcom's broadest 3G coverage, we are cementing our position as Malaysia's premier mobile telecommunications company."

"With extremely competitive corporate packages and superior products, we believe we are providing a powerful communications tool to our customers. We believe that the BlackBerry® from Vodafone's solution will appeal to mobile professionals and increase 3G penetration within enterprises, bring connectivity and efficiency benefits to Malaysian companies," concluded Dato' Shazalli.

Celcom currently has 7.8 million mobile subscribers and as of July 31, 2006, had 90,000 3G subscribers. Celcom aims to achieve 150,000 3G subscribers by the end of the year. Celcom's commitment to increasing 3G penetration was also evidenced in the partnership between Celcom and HP which was launched on September 6, 2006.

The three services were launched at a ceremony, which was graced by YB Dato' Sri Dr Jamaluddin Jarjis, Minister of Science, Technology and Innovation; and Mr Jonathan Kriegel, Vodafone's Head of Business Development, Asia.

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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 over 7 million customers. It currently has the widest network coverage covering 97% of the populated areas in the country. We were 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 110 countries over almost 250 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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