



**NEWS RELEASE
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**CELCOM BUSINESS PRESENTS
INTELLIGENT SOLUTIONS WITH *POWERTOOLS***
~ Reliable and powerful mobile enterprise solutions ~

Kuala Lumpur, 20 August 2007 - Celcom (Malaysia) Berhad, under its new *Celcom Business* umbrella, is set to galvanise the Malaysian enterprise market with its enhanced **PowerTools offerings - a portfolio of intelligent and reliable mobile enterprise solutions designed to increase company productivity while reducing costs.**

The PowerTools portfolio is aimed primarily at medium-sized businesses and corporate customers, who require reliable, efficient and quality communications for their managers, field workers, and internal business processes. With PowerTools, customers are assured of a seamless experience between office applications and mobile devices, greater business efficiency, and unbeatable value.

Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom (Malaysia) Berhad said, "Celcom is the country's largest business service provider, with a majority share of the business mobile market. With that in mind, we have enhanced our PowerTools suite and introduced a range of reliable and customisable business products and services designed to make businesses more efficient, and to drive down their costs."

"Celcom is at the leading edge of mobile technology; our superior 3GX (HSDPA) network and national coverage has enabled us to pioneer the development and drive the adoption of advanced business data services," Dato' Sri Shazalli added.

The services offered under PowerTools fall into three categories - **Workforce Mobility, Business Solutions (Mobile Office)** and **Value-Added Services**, which are all underpinned by service level guarantees and a commitment to delivering value.

1) Workforce Mobility

Voice and data solutions that enable employees to work efficiently and effectively while on the move, anywhere in the world.

2) Business Solutions (Mobile Office)

Customised services developed for specific job functions, industry verticals, and specialised business requirements.

3) Value-Added Services

Service enhancements delivering improved communications efficiency, convenience and customer-facing differentiation.

The services currently available under Celcom's PowerTools product suite are summarised below:

POWERTOOLS		
Business Solutions (Mobile Office)	Workforce Mobility	Value-Added Services
<i>Business Voice</i>	<i>Fleet Management</i>	<i>Enterprise Messaging</i>
<i>Business Broadband</i>	<i>Sales Force Automation</i>	<i>Business Prepaid</i>
<i>Business BlackBerry</i>	<i>Field Service Automation</i>	<i>Business Ringback Tones*</i>
<i>Email and Beyond</i>	<i>Mobile Financial Services</i>	<i>Business Voicemail</i>
<i>Vodafone Data Roaming</i>	<i>Satellite Services</i>	<i>Enterprise Mobile Portal</i>
<i>Virtual Home Environment</i>	<i>Security and Surveillance</i>	<i>SIM Backup</i>
<i>Wireless Router</i>	<i>Machine-to-machine (M2M)</i> <ul style="list-style-type: none"> • <i>EFT POS</i> • <i>Remote Meter Reading</i> • <i>Wireless ATMs</i> 	<i>Lost Handset Service*</i> <i>Device Insurance*</i> <small>* Available in Q4 2007</small>

Powered by Celcom Business, PowerTools are offered together with a set of unique and unmatched customer service commitments, ranging from customer provisioning times, fault resolution, SMS delivery and dropped call rates. These are further supported by our award-winning customer service and an enhanced Corporate Helpdesk with 24X7 customer assistance and technical support.

Via PowerTools, Celcom has formed strategic partnerships with various globally recognised companies including Vodafone, Microsoft, HP and Research in Motion (RIM), to provide customers with cutting-edge mobile business products and solutions.

For example, Celcom's alliance with Vodafone enables its customers to not only enjoy world-class business products, but also the lowest data roaming rates with the highest number of network partners worldwide.

“With our exclusive and award-winning mobile devices and the nation's widest and fastest 3G and 3GX coverage, Celcom through PowerTools will be an invaluable partner for business. We provide that crucial competitive advantage, enabling our customers to make the most from mobility,” concluded Dato' Sri Shazalli.

For any enquiries on PowerTools, customers can call Celcom's PowerTools helpline at **1-800-111-777**.

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Additional information:

About Celcom (Malaysia) Berhad

Celcom (Malaysia) Berhad is now the country's most experienced and premier mobile cellular telecommunications company with 6.4 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 2G, 3G and HSDPA coverage in the country.

Celcom also offers international roaming service in 119 countries over 315 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>

FOR FURTHER INFORMATION, PLEASE CONTACT:

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