



**FOR IMMEDIATE RELEASE**

**Celcom launches 'Xpax Who Says' campaign  
~ Lowest rates, greatest bonuses, widest coverage  
and fastest SMS delivery & downloads ~**

**Kuala Lumpur, August 1, 2007** - Celcom (Malaysia) Berhad, a brand synonymous with powerful products and services, today launched its 'Xpax Who Says' campaign, proudly staking its claim as being the telco that offers prepaid users the **lowest rates, greatest bonuses, widest coverage and fastest SMS delivery & downloads in the market.**

In conjunction with the launch of the 'Xpax Who Says' campaign, Celcom will be introducing the new **Xpax rate of 35 sen**, the lowest and cheapest rate in the market.

Speaking at the launch event for this new campaign, Dato' Sri Shazalli, Chief Executive Officer of Celcom (Malaysia) Berhad said, "The 'Xpax Who Says' campaign is Celcom's way of putting all the doubts to rest, that we are in fact the mobile operator that empowers our Xpax customers with the **BEST** overall prepaid experience in the market."

Among the highlights of this campaign include :

**THE LOWEST RATES**

In addition to the new Xpax rate of 35 sen, Celcom also offers the 1sen SMS REVOLUTION, enabling Celcom customers to enjoy this fantastic SMS rate and send messages to friends and loved ones for as low as 1 SEN per SMS, beginning from the stroke of midnight until 5.59 am.

### **THE GREATEST BONUSES**

Celcom has introduced the Xpax Bonus campaign, which is the Company's revised customer retention programme that offers Xpax users the most powerful rewards and benefits in the market.

Via the Xpax Bonus campaign, Celcom plans to launch **four different bonuses**. The first bonus is the **Every Month Bonus**, which allows Celcom customers to enjoy **MORE** free bonus airtime **EVERY MONTH**. The bonus airtime is **automatically credited into customers' account**. **They don't need to redeem points or wait for four months.**

The second bonus that has been rolled out is the **Birthday Bonus**, which rewards customers with **FREE calls and SMSes to their 8pax on their birthday and the next 6 days**. Xpax customers do not have to do anything to enjoy this bonus. They will automatically get to enjoy free calls and SMS as long as their line is active.

### **THE WIDEST COVERAGE**

Celcom is the No. 1 mobile network in Malaysia with the widest 2G, 3G and 3GX coverage. Celcom 3G even extends to the peak of Mount Kinabalu, giving Celcom the distinction of offering the widest, fastest and highest 3G coverage in the world.

Celcom also offers the most remote coverage in Malaysia, with the recent installation of its network service in Maliau Basin, located in south central Sabah.

### **THE FASTEST SMS DELIVERY & DOWNLOADS**

Celcom is the telco that offers the **fastest SMS delivery of 20 seconds**. In addition, with the introduction of Celcom Broadband, Celcom now offers **high speed data**

**connectivity on the go** for business and personal use, anytime, anywhere and at affordable rates.

Celcom is also the **fastest mobile broadband provider**, offering speeds of up to 3.6 Mbps based on High Speed Data Packet Access (HSDPA) technology, or better known as 3GX.

“We are no longer going to stay quiet and let others steal the limelight. With Xpax, our customers can expect only the best because when you’ve got X, you’ve got it all,” stressed Dato’ Sri Shazalli.

Celcom currently has 6.4 million customers and over 330,000 3G subscribers.

- end -

---

#### **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 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>

#### **For further enquiries, please contact:**

**Celcom (Malaysia) Berhad**

Media Relations

Corporate Communications

Rohizan Ismail & Afni Baizura Mohd Adnan

Tel : +6013 344 9690 / +6019 270 6008