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**CELCOM LAUNCHES BRANDED CUSTOMER SERVICE
TO EMPOWER CUSTOMERS THROUGH A SEAMLESS EXPERIENCE**

Kuala Lumpur, 23 July 2007 - Celcom (Malaysia) Berhad, Malaysia's mobile network operator with the widest coverage, is set to provide customers with a powerful and seamless mobile lifestyle experience through its new Branded Customer Service initiative. This is Celcom's way of going beyond customer satisfaction, and offering total customer experience that will ultimately earn customer loyalty.

"This is more than just a rebranding. It's a powerful new culture. From smart suits to new service centres, and most importantly, training, everything is now in place to ensure our customers can expect nothing but the best customer service," said Dato' Sri Shazalli Ramly, Chief Executive Officer, Celcom (Malaysia) Berhad.

In line with this new initiative, Celcom has introduced an icon - an epitome of reliability to represent Customer Service as a whole. Our Service Ambassador represents perfection in Customer Service. She is Anna. Anna is the very essence of excellent customer service. Courteous, attentive and helpful - those are the qualities which are deeply embedded in Celcom's customer service culture," added Dato' Sri Shazalli.

Customer's experience is more important than customer service because a customer's loyalty is increasingly determined by the quality of the experience they receive. This is why Celcom has gone the extra step in providing customers a whole new approach to customer service, one that will leave them fully satisfied," he stressed.

To further ensure that customers are given a Total Customer Experience whenever they visit Celcom, various other customer service initiatives will be unveiled, which include :

1) Web Online Registration for Postpaid

Celcom is introducing the first web portal in Malaysia that offers customers a complete self service experience in postpaid mobile plan registration. Now, customers can sign up for a new line without the hassle of waiting in line or parking. In short, customers just need to CHOOSE, SIGN-UP and PAY.

2) Customer Premier Service (CPS)

Through this initiative, selected premier customers will receive a special 'Premier e-Card' that will allow them to enjoy special benefits. Celcom Premier Customer Service is now fully operational to meet all customer's servicing needs, 24 hours a day, all year long. Advantages of this e-card include :

- instant recognition when the customer visits any Celcom branch
- special attention during selected events
- Premier by Appointment : an initiative that will enable customers to enjoy special treatment when they visit any Celcom branch. This includes reserved parking (at selected branches), a dedicated officer attending to the customer's need and faster service.
- useful information at their fingertips such as roaming information and IDD Premier privileges.

3) Free calls to 24-hour Contact Centre

Customers can make free calls to Celcom's 24-hour Contact Centre, with multi-lingual customer service representatives who will be able to assist customers in Bahasa Malaysia, English, Mandarin and Tamil. Customers just need to call 1111 from their mobile phone, 100 from TM fixed and mobile services and 1-300-111-000 from other phone line services.

4) New Uniforms

In line with the new Branded Customer Service initiative, Celcom will be outfitting approximately 550 of its branch personnel and Regional Customer Service Representatives with newly designed uniforms.

5) Payment Kiosks

Celcom will be setting up nationwide kiosks for **cash, cheque and credit card payments**. Currently, there are 67 payment kiosk machines at 40 branches nationwide. The kiosks located at Menara Celcom and KLIA are available 24 hours a day.

One of the initiatives Celcom has introduced under the Branded Customers Service initiative is the launch of **Blue Cube, the first concept store that allows consumers to experience, touch and feel the full range of mobile lifestyle products and services from Celcom**. Aside from KL Sentral, Blue Cube concept stores are also located at The Curve, The Mines Shopping Centre, and Sunway Pyramid in the Klang Valley and Queensbay Mall in Penang.

In 2006, Celcom was honoured with the prestigious 'Most Significant Achievement Award' from the Customer Relationship Management & Contact Centre Association of Malaysia (CCAM). Other than winning the Most Significant Achievement Award, Celcom was also a finalist in the Best Outsourced Contact Centre (over 50 seats) Award - an award which aims to acknowledge operations and strategic excellence at the organisational level within the contact centre industry.

Celcom has also won many other awards for its excellence in customer service :

- In 2003, Celcom's Jalan Ampang branch was awarded the 'Anugerah Kualiti YB Menteri Tenaga, Komunikasi dan Multimedia 2003' from the Minister of Energy, Communications and Multimedia, for being the best customer service centre.
- In 2004, Celcom's Bandar Baru Klang Branch won the 'Anugerah Kaunter Perkhidmatan Pelanggan Cemerlang 2004' from the Minister of Energy, Water and Communications. The award was given to the branch for its excellent customer service and exceptional counter staff practices.
- Celcom was also the first mobile operator to open a service centre at KLIA's Arrival Hall. The service centre is targeted at handling customers both international and local and comes equipped with the standard features of a full-fledged service centre. It is fully capable of offering services related to postpaid, prepaid, international roaming and 3G as well as handling matters pertaining to customer enquiries.

Celcom currently has 6.2 million customers and over 270,000 3G subscribers. It has the widest network of any mobile network operator in the country, covering 97 per cent of the Malaysian population.

The market leader in technological innovation, Celcom also has the widest 2G, 3G and 3G broadband HSDPA coverage in the country, even extending to the peak of Mount Kinabalu, giving Celcom the distinction of offering the widest, fastest and highest mobile 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 on the island of Borneo.

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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 6.2 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 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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