



FOR IMMEDIATE RELEASE

**CELCOM & I - MOBILE INTERNATIONAL CO. LTD
OFFERS CUSTOMERS THE POWER OF TOTAL LIFESTYLE
MOBILITY AT BLUE CUBE, THE NEW CONCEPT STORE**

Kuala Lumpur, 28 June 2007

Celcom (Malaysia) Berhad and i-Mobile International Co. Ltd today jointly launched its Blue Cube outlet at KL Sentral, **a powerful 'one-stop' concept store for lifestyle mobile devices, 3G services and mobile content** aimed at existing and new Celcom customers. The Blue Cube outlets are managed by C-Mobile, which is the JV (joint venture) Company of Celcom (Malaysia) Berhad.

The first of its kind in Malaysia, **Blue Cube is the first concept store which allows consumers to experience, touch and feel the full range of mobile lifestyle products and services from Celcom.**

Aside from i-mobile, Nokia, Motorola, Sony Ericsson, Samsung and Dopod, customers will also be able to purchase Apple iPod and BlackBerry. The store also sells data cards, SIM cards and offers access to *Channel X* – Celcom's New and Ultimate Mobile Content Channel. Blue Cube also handles prepaid and postpaid registration and payment.

"Blue Cube offers the power of total lifestyle mobility to our customers. The launch of Blue Cube is also part of Celcom's aim in offering a **seamless experience for our customers.** We believe that the key to ensuring a customer's loyalty lies in creating a positive experience for them every time they visit a Blue Cube outlet," said Dato' Sri Shazalli Ramly, Chief

Executive Officer of Celcom (Malaysia) Berhad. “We also wanted the ‘wow-factor’ and get closer to the people on the street, which is why we picked Kuala Lumpur Sentral as the inaugural Blue Cube store launch.”

“We expect Blue Cube to lead and innovate telco retailing, creating new best practices that will be an example to all current dealers, building a sustainable competitive advantage for Celcom in the long term. Moving forward, Blue Cube will be a channel showcasing the essence of Celcom’s powerful products and services in a demonstrable way that will no doubt resonate with our target customers,” he added.

According to Mr Phanthep Chatnarat, CEO of C-Mobile Sdn Bhd, “C-Mobile was formed on 16th January this year and today we have 5 outlets since the opening of our first store on 11th March 2007. In the very near future, we expect to have a chain of outlets to cover all towns throughout Malaysia.”

“The launch of Blue Cube marks a significant milestone for Celcom (Malaysia) Berhad and i-Mobile International Co. Ltd in achieving a step further in innovation, mobility, lifestyle and success in the local retail industry. This effort also reiterates our vision to be the largest chain of distribution network and concept stores in Malaysia with an impact to the consumers,” said Mr. Phanthep.

Also speaking at the opening ceremony, Dato’ Shaziman Bin Abu Mansor, Deputy Energy, Water and Communications Minister said, “I would like to take the opportunity to congratulate Celcom for taking this bold step in improving its customer interaction. Definitely, the store would enable Celcom to reach out to the daily commuters at KL Sentral as well as the visiting tourists during this Visit Malaysia Year 2007.”

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. Celcom and C-Mobile plan to have more outlets by end of 2009.

The normal business hours for Blue Cube stores located in shopping malls are 10 am to 10 pm daily. However, for Blue Cube stores located outside shopping malls, the business hours will depend on the high traffic time for that particular area. For example, the Blue Cube at KL Sentral is open from 7 am to 7.30 pm daily.

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 Malaysia.

- end -
