



Celcom proudly sponsors the Blue Ribbon Campaign
- the year-long campaign aims to raise awareness on childhood cancer -

Kuala Lumpur : Childhood cancer affects children below 15 years old and among the effects are it takes away the child's strength, destroys organs and bones, and weakens a child's defenses against other illnesses. Every year, the Health Ministry detects about 1,000 new cases of childhood cancer in the country. These are cases that the ministry is aware of and does not include children from underprivileged families who cannot afford medical help.

In an effort to raise awareness about childhood cancer in Malaysia and to help the children and their families, Celcom (Malaysia) Berhad is proudly sponsoring the Blue Ribbon Campaign (BRC) which aims to educate the public about this illness while enhancing the quality of lives of the seriously and terminally ill children, particularly those from families with financial constraint. BRC is the first of seven programmes organised under Rainbow of Life Forces (ROLF), a seven-year social responsibility campaign, in partnership with corporate organisations that is initiated to give hope to children of all races, religions and nationalities. ROLF, like a rainbow, brings nations together with the common purpose to enhance the quality of life for children, particularly in alleviating their pain and suffering.

Commenting on Celcom's sponsorship of BRC, Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom said: "We are proud to be a part of such an important and worthy cause. As a corporate citizen that cares about the welfare of the public, we aim to play an active role in educating Malaysians about the issue of childhood cancer."

The one-year BRC campaign will kick off with a charity drive on October 19, 2007. In conjunction with the charity event, ROLF will distribute 100,000 coin boxes that are specially designed and sponsored by CIMB Bank to the public. The coin boxes will be distributed at Celcom outlets and selected media organisations. This is a unique programme as Celcom customers who visit a participating Celcom outlet for any transaction will receive a coin box.

Celcom urges its customers to take part in this noble exercise by saving up for the purpose of donating to the BRC.

CIMB Bank, which is the official bank for BRC, will open an account for the ROLF–BRC campaign to enable the public to deposit their collections from the coin boxes. The monies can be deposited at any CIMB Bank or CIMB Islamic branches nationwide. In line with the campaign’s slogan “Every Cent Raised, Every Cent Donated”, all the collections under the company will fully go to the children’s cancer foundations owned by different newspapers.

Another exciting event lined up for the campaign is the All-Stars Charity Soccer tournament, or the ROLF CUP. About 120 celebrities and soccer players from Malaysia, Indonesia, Singapore and Hong Kong will be invited to participate for this noble cause. The games will be played in Penang on November 29, 2007 and will culminate with the finals in Kuala Lumpur on December 1, 2007. Admission is free.

ROLF consists of seven campaigns that follow the colours of the rainbow. In addition to the Blue Ribbon Campaign, ROLF will subsequently launch the Orange, Red, Yellow, Green, Indigo and Purple campaigns. Each campaign is formed to support and help children in different areas.

Blue Ribbon Campaign Details:

Campaigner / Sponsor: Celcom (Malaysia) Berhad (a TM Group subsidiary)

Organizer : CreatiVision D. C. Sdn. Bhd

Official Bank : CIMB Bank

Endorsed by : Ministry of Health, Malaysia

Beneficiaries :

- Yayasan Nanyang
 - China Press Charity Home
 - Yayasan Kwong Wah Yit Poh
 - Yayasan Tamil Nesan
 - NSTP Charity Fund
 - Persatuan Kebajikan Kanser Kanak Kanak (PEKA)
 - Malaysian Pediatric Association
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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 6.4 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>