



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**The NEW XPAX has Got it ALL  
Got Best Rates. Got Biggest Bonuses. Got Best Privileges.**

*- The first prepaid plan in Malaysia to offer its customers the lowest rates to  
15 favourite numbers across ALL networks -*

**Kuala Lumpur, 15 May 2009** - Xpax, one of Malaysia's leading prepaid brands has now got a new energy, with the introduction of the **NEW XPAX prepaid plan**, targeted specifically for youths who are looking for the best value from a prepaid service. The launch took place today at Berjaya Times Square, Kuala Lumpur with about 400 guests in attendance.

The NEW XPAX prepaid plan is the first of its kind, and will be available in the market beginning from **19 May 2009**. The plan allows customers to register numbers from **ALL networks** as their 15 favorite numbers, or **15pax**. This provides unprecedented convenience, flexibility and value to customers who are now finally able to keep their friends and loved ones close, regardless of which network they are on.

15pax also has the best flat call and SMS rates for as low as **12sen/min on Voice Call**, **½ sen per SMS** within Celcom network, and **6sen per SMS** to other networks. Other rates offered include **Video calls** at only **30sen per minute** and **MMS at 35sen per MMS**.

Another special offering to customers is the **Credit Expiry of up to 2 Years**, a service that allows customers to **keep their number active for up to two years** without having to reload their account to maintain its active status. This is great for customers who do not use their line frequently as it means being able to use their prepaid line whenever they need to. To get one year validity, customers just need to pay an amount of RM30 and for two years validity, RM50.

Following the youthful trend of constantly being on-the-go, the NEW XPAX prepaid plan allows customers to stay connected on the internet and enjoy unlimited surfing with the cheapest and fastest **Mobile Broadband** at only **RM6 daily** or **RM20 weekly**.

In addition to that, they can also chat while on the move using **Windows Live Mobile**, a mobile chatting service provided in the plan that is of **free registration and subscription**, with **no downloading required**.

"The development of our **NEW XPAX prepaid plan** is based on extensive research on the mobile behaviour of our customers, which mainly consist of the youth segment. With this insight, it enables us to fully understand what it is they are looking for in a prepaid service," said Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom (Malaysia) Berhad.

"As a result, we have revamped the brand as a whole, and the **NEW XPAX prepaid plan** is born, to appeal to our young customers in relevance to their specific tastes and lifestyle needs. Due to the uniqueness of this product, we remain a competitive player in the telecommunications industry," he continued.

To further delight our customers, this new prepaid plan is loaded with the best in bonuses such as the:

- **Every Month Bonus** - Get free credit every month, the more the customer uses the prepaid line.
- **Birthday Bonus** - Free calls and SMS to their 15pax numbers for seven days on the customer's birthday week.
- **Surprise Bonus** - customers from time to time will enjoy surprise benefits whenever they reload.
- **Stay Active Bonus** - gives customers up to an additional five days of coverage when they reload a minimum of RM10 within the week before their credit validity expires.

Also explained during the launch, is that the new prepaid plan offers the most exclusive privileges for customers, which includes passes to the hippest parties and events in town, as well as the coolest downloads and contents available on Channel X – The New and Ultimate Mobile Content Channel - [www.channelx.com.my](http://www.channelx.com.my).

**The NEW XPAX prepaid plan** is priced at **RM8.50** and comes preloaded with RM5  
airtime.

For customers from other networks who wish to register with the new plan while  
maintaining their current number, they can easily switch networks with our Mobile  
Number Portability service which is available at all Celcom branches and authorised  
dealers nationwide.

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