

**NEWS RELEASE
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**U.O.X. PLAY SERIES COMES TO A CLOSE WITH A BANG!
- The seventh and final instalment, U.O.X. Play Future is the
biggest and best event yet! -**

KUALA LUMPUR, 30 MAY 2009 – After six instalments, dozens of performances from international and local music acts, and a multiplication of U.O.X. Play members by the thousands, the U.O.X. Play series comes to an end with a big bang today, with its seventh and FINAL instalment of the U.O.X Play series called; **U.O.X. Play Future** at the **Bukit Kiara Indoor Arena**.

For the big finale, **the first 1,000 U.O.X./Xpax members to reload RM20 at the door will get free entry and 2 drinks (soft drink/water)**. Pre-sale tickets for U.O.X. Play Future are priced at RM73 (including Axxess fee + 1 drink) and was available until 29 May 2009. At the door tickets are priced at RM88 (including Axxess fee + 1 drink). U.O.X./Xpax members will be able to enjoy a special ticket price of RM58 which is valid even for door tickets.

Commenting on the culmination of the 7-month long U.O.X. Play series, Zalman Aefendy Zainal Abidin, Senior Vice President of Marketing, Celcom (Malaysia) Berhad said, “After six successful instalments which has grown bigger and better over the course of the programme, U.O.X. Play has become a movement which has been fully supported and embraced by the youth, as they are the driving force behind it.”

“We are proud to have been able to give a platform to many young talents to showcase their skills at U.O.X. Play and share their passion for music and the arts. U.O.X. Play Future is definitely not the end and it will return bigger and better very soon” Zalman added.

The highly anticipated event, features a stellar line-up of international and local performers such as world renowned **DJ Steve Aoki**, New York-based **DJ Stretch Armstrong**, **Pase Rock from the U.S. and Sh*tDisco from Glasgow**, Los Angeles based celebrity photographer, **Mark ‘The Cobrasnake’ Hunter**, as well as local DJ heroes, **Lap Sap** and **Twilight Action Girl**.

The headliner for the event is the award winning DJ Steve Aoki, an underground legend who spins a blend of electro and indie rock. He has collaborated with some of the biggest names in hip-hop and R&B including Timbaland, Robin Thicke, Snoop Dogg and Lenny Kravitz. He is also the man behind DIM MAK who founded and released artistes such as Bloc Party, The Kills and The Klaxons.

Co-headlining is Sh*tDisco, who are described as twisted disco-punk geniuses, and soon, pop wizards the likes of which have never been seen. Their DJ set is one of the most anticipated and hottest highlights of the event.

New-York based Stretch Armstrong is an internationally renowned deejay/producer/overall music impresario who has enjoyed a nearly two-decade career. He has helped establish the careers of top music acts such as Redman, Nas, Wu-Tang Clan and Busta Rhymes. Pase Rock is a celebrity DJ of choice who has DJ'd private parties for the likes of Snoop Dogg, The Black Eyed Peas, Justin Timberlake, Lindsay Lohan and many more.

The Cobrasnake has crashed the most talked about parties and gained popularity by chronicling hipster and underground party culture, documenting the high fashion

world through photography and blog publications. He is also known for his collaborations with Steve Aoki.

For a chance to win exclusive DIM MAK merchandise, the youths were also given an opportunity to submit their best party pictures to uoxplayfuture@uox.com.my and be handpicked by Mark 'The Cobrasnake' to be featured on his official international website (www.thecobrasnake.com) Winners will get exclusive DIM MAK merchandise and will get to meet Steve Aoki and The Cobrasnake in person.

U.O.X. Play is Malaysia's FIRST collaborative youth mash-up that lets youth CREATE, SHARE & DECIDE on their own rules of play. **It connects a series of innovative on-ground events and interactive online experiences**, all of which are influenced by the youth themselves.

The youth were also given the opportunity to showcase their talents by uploading a video of them performing on www.uox.com.my. The winners from the Dance and Live categories were announced and crowned respectively at an intimate get together at Envie, Changkat Bukit Bintang yesterday. The winners walked away with **RM5,000 cash, 1 year free airtime** on their U.O.X. number and will be featured **on Junk and KLue magazine**.

The event at Envie also pays tribute to Mohd Sikri Idris, Muhammad Hasif b Ahmad Marzuki, Kalmanath A/L Therarajah and KHALIDAH BINTI KHALID who came up tops in a contest where members helped to spread the word on U.O.X. Play with their friends. For their effort, they too received the prize of one year free airtime on their U.O.X. number plus VIP treatment at U.O.X. Play Future.

U.O.X. is a prepaid package exclusively designed for college and university students aged 18 to 25 years old. U.O.X. offers the best rates and biggest bonuses, anytime and anywhere. It has the best flat call rates to any network, anytime, anywhere at 15

sen per minute and just 10 sen to other U.O.X. members. SMS rates are even better at just ½ sen to other U.O.X. friends, 1 sen to any Xpax or Celcom number and 6 sen to all other networks. In addition, upon signing up for U.O.X., users will receive FREE RM10 airtime credit as a Welcome Bonus.

U.O.X. is available exclusively at selected Celcom branches, Blue Cube outlets and all U.O.X. roadshows at selected campuses. The starter pack is FREE with a minimum purchase of a RM10 reload card.

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