



**PRESS RELEASE
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CELCOM BROADBAND INTRODUCES NEW ENTRY PACKAGE TO ENCOURAGE HIGHER BROADBAND PENETRATION RATE

- Lowest price of only RM38 for all new signups during promotional period -

KUALA LUMPUR, 4 AUGUST 2010 - Celcom Axiata Berhad [formerly known as Celcom (Malaysia) Berhad] is proud to announce its new Broadband packages that start from as low as RM48 per month, as compared with RM68 per month previously. During the promotional period, starting now till end of August, all new signups for Celcom Broadband packages will be offered a RM10 discount, bringing the price even lower to RM38, for the first three months. This revamp is also in line with the Government's call for more affordable packages to encourage higher broadband penetration, especially in rural areas. The Entry Package also comes with FREE USB modem, offering volume of 1Gb at 384Kbps.

"Now, Celcom Broadband offers package differentiation both in terms of speed and volume allocated which we believe will better suit our customers' myriad usage behaviour and lifestyle. Besides that, the launch of these new packages is to further lower the entry barrier to broadband to increase broadband penetration, in line with the National Broadband Plan," said Jefri Ahmad Tambi, Celcom's Director of Broadband.

The introduction of these new packages is in conjunction with Celcom's market leadership in mobile broadband since its inception three years ago and also in celebration of Celcom having been acknowledged as the "Wireless Data Service Provider of the Year" during the recent 2010 Frost & Sullivan Asia Pacific ICT Awards held in Singapore as well as garnering the "Broadband Service Provider of the Year" Award at the 2010 Frost & Sullivan Malaysia Telecoms Awards.

"These awards served as great motivation to enhance our current momentum as the number one mobile broadband service provider in Malaysia and also the catalysts for us to continue excelling beyond expectations of our stakeholders and customers. At Celcom, we are committed to constantly improve our network capacity to meet broadband traffic growth and to enhance our customer experience," Jefri further added.

Amongst the planned activities to improve Celcom's network quality includes upgrading of existing sites and enhancing its network coverage. Coverage wise, Celcom is the only mobile broadband service provider that covers almost all districts nationwide. On top of that, 900 additional new sites nationwide will be installed by end of the year. Celcom will also introduce Wideband Code Division Multiple Access (WCDMA) 900 in rural areas to provide extended 3G service. At the end of the year, Celcom aims to cover at least 76% of the population.

Celcom has also planned to increase its capacity by four fold by end of the year via upgrading its existing sites to High Speed Packet Access Plus (HSPA+) or High Speed Uplink Packet Access (HSUPA), migrating its sites to Internet Protocol-enabled (IP-enabled) base stations and fiberising all key backhaul nodes. Celcom has also commissioned new IP transit in Kuching to cater for increasing broadband demand in Sabah and Sarawak.

For more information, please log onto <http://www.celcom.com.my/broadband/>

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