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**CELCOM PARTNERS PHILIPPINES' PLDT GLOBAL CORPORATION TO SET UP
MOBILE VIRTUAL NETWORK OPERATOR IN MALAYSIA**

KUALA LUMPUR, 30 NOVEMBER 2011 - Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, and **PLDT Global Corporation (PGC)** today signed a shareholder agreement to establish a mobile virtual network operator (MVNO) in Malaysia to offer mobile prepaid services to Overseas Filipino Workers (OFW). The MVNO, which will be named PLDT Malaysia Sdn Bhd (PLDT MY), will mark Celcom's fifth MVNO business. PLDT MY will be offering mobile prepaid services under the brand name SMART Pinoy.

Signing on behalf of their respective companies were Dato' Sri Shazalli Ramly, Chief Executive Officer and Eric Chong, Chief Sales and Commercial Officer on behalf of Celcom, as well as Ernesto R. Alberto, Senior Vice President and Head, Enterprise and International and Carrier Business Groups, PLDT and SMART Communications Inc., and Alejandro O. Caeg, President and Chief Executive Officer for PGC. The agreement was signed in the presence of His Excellency Jose Eduardo Malaya, Philippines Ambassador to Malaysia.

"Celcom is the pioneer when it comes to forming strategic MVNOs. This partnership with PGC marks our fifth such collaboration and we are proud to be progressing from local to regional partnerships. By tapping into PGC's knowledge of the Filipino market segment and leveraging its 'SMART' brand name amongst the Filipinos, Celcom will be able to better reach this segment of migrant workers," said Dato' Sri Shazalli, adding that through this joint

partnership, Celcom will be empowering SMART Pinoy customers with Malaysia's widest and most stable coverage.

"SMART Pinoy is all about providing quality and relevant mobile telecommunication services allowing Filipinos to be closer to home. With Celcom as our partner, we can be assured of our goal in helping Filipinos remain connected wherever they are," said Caeg.

SMART Pinoy Prepaid Service by PLDT MY

PLDT MY will be offering mobile prepaid services under the brand name, SMART Pinoy, targeting Filipino migrant workers in Malaysia. The SMART Pinoy SIM pack is available at only RM8.50 with preloaded credit of RM5 and can be purchased at SMART Pinoy Wireless Centers in Kota Raya, Kuala Lumpur and City Parade, Kota Kinabalu and also at selected Celcom dealers around the country.

Upon subscribing to the SMART Pinoy mobile prepaid service, Filipinos in Malaysia will get to enjoy competitive local call rates from as low as 12sen per minute, with SMS costing only 1sen per message. For international calls, SMART Pinoy customers will be able to call the Philippines from as low as 48sen per minute and SMS for only 20sen per SMS.

Apart from these affordable rates, an additional special feature for SMART Pinoy is its DOS (means two in Tagalog) service. This service provides the customer with a SMART Virtual Number (SVN) that will allow their loved ones in the Philippines to send SMS to Malaysia at local Philippines rates.

Additional value-added services includes birthday, early reload and surprise bonuses. Future services such as Filipino-centric music downloads, wallpapers and other contents in addition to airtime transfer and mobile cash remittances to the Philippines are also being planned.

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