



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

## **CELCOM OFFERS EXCLUSIVE PLAN FOR MEDIA PROFESSIONALS**

*-Smart plans for Smartphones-*

**KUALA LUMPUR, 5 SEPTEMBER 2011 – Celcom Axiata Berhad**, the first and foremost mobile telecommunications provider in the country, is proud to introduce the exclusive plan for media professionals which comprises Celcom's extensive range of smartphones, BlackBerry as well as Celcom Broadband bundles. The plan, which is known as **Celcom Biz for Media**, is valid from today onwards to facilitate the media's inherent needs such as 24 hours access to information and internet connectivity that enable them get a story from the streets onto the web.

"Celcom understands the changing mobile usage needs which now include more than just voice. The media industry too, has moved from being online-centric towards mobility. Looking at this, Celcom is pleased to offer a number of data plans for our media friends to enable them to work from virtually anywhere—chat, check documents and more—all on the go through our service. Coupled with Celcom's smartphone, BlackBerry and Broadband bundled packages, it will be the perfect empowerment tool for the media personnel to work from wherever they are via Celcom's widest data network," said Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad.

### **Smartphone Bundle Offers**

Taking the opportunity to recognise the media for their continued support, Celcom is offering attractive smartphone bundle offers with value-for-money voice and data package plans, enabling them to enjoy free 50 hours call amongst colleagues every month and purchase various smartphone and tablet devices at a **discounted price**.

These smartphones, which allow the media to integrate content, technology and services with multimedia capabilities include **LG Optimus 7**, **LG Optimus 2X**, **Nokia E7**, **Samsung Galaxy S II** and **Samsung Galaxy TAB**. Upon purchasing any of these devices, the media have the option to insure their smartphone devices for a low monthly premium in the event of theft, accidental damage or even water/liquid damage. To enjoy this offer, simply perform the followings:

**a) Voice + data plan with Smartphone at a discounted price**

- Subscribe the **P48 voice plan** with a monthly commitment of RM48 (with zero monthly fee specially for our media friends) and **D68 (4GB)** data package plan; or
- **P148 voice plan** with a monthly commitment of RM148 (inclusive of 5GB data)

**b) Data only plan with Samsung Galaxy Tab 10.1 3G at a discounted price**

Commitment	Package Detail (Data Only)	Device Price	Contract Period
RM 68	Business Broadband Basic <b>(4GB)</b>	RM 1,538	24 months
		RM 1,750	12 months
RM 90	Business Broadband Advance <b>(6GB)</b>	<b>RM 1,329 *</b>	24 months
		RM 1,750	12 months

**\* This is the 3 months promotion with 30% off the Recommended Retail Price (RRP)**

**BlackBerry Bundle Offers**

As mobile internet has quickly become the primary correspondence medium, not only in the business environment but also for media use, Celcom can provide a Blackberry solution to suit the media's specific communications need.

For BlackBerry bundle offers, media customers can take advantage of the **BlackBerry Bold 9780**, **BlackBerry Torch 9800** or **BlackBerry Curve 9300** from as low as **RM288** or even for **FREE** by subscribing to any of the voice and data package plans as below:

- P48 voice plan with a monthly commitment of RM48 and BIS68 (3GB) data package plan at **RM118**
- P48 voice plan with a monthly commitment of RM48 and BIS98 (5GB) data package plan at **RM148**
- P148 voice plan with a monthly commitment of RM148 (inclusive of 5GB data) and LICENSE 38 at **RM188**

- BIZ150 voice plan with a monthly commitment of RM150 and BIS98 (5GB) data and license package plan **RM248**

Via these offers, media customers can avail the mobile solution that incorporates the benefits of being connected on advanced voice communications technology as well as the ability to view attachments while on the go.

### **Celcom Broadband Bundle Offers**

As an added bonus, upon subscription of any of the above package plans (**Blackberry Bundles**), media customers who subscribe **Celcom Broadband** as supplementary (**3GB** or **5GB**) get to enjoy **free Celcom Broadband USB stick** and **RM10 rebate for 24 months!**

So hurry, take advantage of these great smartphones, BlackBerry and Celcom Broadband bundle offers which is valid from today onwards for the next 3 months. For more information on **Celcom Biz for Media**, kindly contact **1 800 111 777** or email to [EntSalesOps@celcom.com.my](mailto:EntSalesOps@celcom.com.my)

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