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CELCOM TAKES THE LEAD IN OFFERING THE FIRST FULL TOUCH SCREEN BLACKBERRY SMARTPHONE!

KUALA LUMPUR, 15 SEPTEMBER 2011 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, is proud to be the leading telco in Malaysia to offer its consumers with the latest BlackBerry smartphone – **BlackBerry Torch 9860** – that boasts a full 3.7 inch display touch screen. This brand new device retails at RM1,588 and will be available at all Celcom Blue Cube outlets nationwide starting today.

“As the BlackBerry market leader in Malaysia, Celcom is constantly adding new products to our extensive lineup of smartphones. This is to ensure our customers enjoy the mobility and connectivity benefits of smartphones and provide them a wide range of choice to select from. Ultimately, they will get to own the perfect smartphone that not only suits their usage but fits seamlessly into their lifestyle. Besides continuing to deliver high quality products and services, we also place significant focus in managing customer experience and satisfaction, from corporate customers to the mass market. Clearly, Celcom Territory is where smartphones prefer to be,” said **Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad**

In conjunction with the launch of the BlackBerry Torch 9860 at The Strand, Celcom is offering attractive packages to the public. 20 randomly selected lucky customers get to own this latest full touch screen BlackBerry smartphone at only RM88, savings of RM1,500! Additionally, the first 200 customers at the launch event walk away with it at only RM688. These special offerings are only available today at the launch event from 10:00 am onwards based on first-come-first serve basis.

As with previous BlackBerry devices, the BlackBerry Torch 9860 is bundled together with a range of cost-effective postpaid data plans, catering to the different needs of Celcom's diverse customer base.

“Our Exec BlackBerry plans are the best in the market to complement this latest BlackBerry device. Supported by our superior network, wide and stable coverage, our plans are flexible and suit the behaviour of BlackBerry users in general, enabling them to enjoy affordable and reliable voice, email, Instant Messaging communications and social networking, anytime and anywhere. Now, they also get to enjoy faster and richer browsing experience with the outstanding BlackBerry 7 Operating System,” added Zalman.

Celcom has continuously invested heavily in network infrastructure to deliver the best user experience, reliability and value to customers. On top of fastest browsing, streaming and downloading, customers will also enjoy personalised content, High Definition (HD) voice and other features that will turn their smartphone into an essential life tool – for information, interaction, entertainment and commerce.

This brand new Torch 9860 featuring the largest and best display resolution ever on a BlackBerry smartphone is the ideal device for work, play and rest anytime, anywhere!

To celebrate the launch of the BlackBerry Torch 9860, Celcom has tailored several special offers exclusively for its customers. Under the Celcom Exec plans catering to the mass market, for a monthly commitment of RM168, customers will get to purchase the smartphone at RM1,088 instead of its normal price RM1,588. Meanwhile, for those who opt for a monthly commitment of RM138; RM108; or RM88, they will get the device at only RM1,138; RM1,188; and RM1,238 respectively.

To bring more value and diversity, Celcom is also bringing the experience of the latest model of BlackBerry Bold 9900 and the BlackBerry Playbook to customers at the launch event. The first 100 customers get to purchase the bundle of BlackBerry Bold 9900 and the BlackBerry Playbook at only RM2,188 with monthly commitment of RM168. The BlackBerry Bold 9900 retails at RM2,188 while the BlackBerry Playbook at RM1,588.

The BlackBerry Torch 9860, BlackBerry Bold 9900 and BlackBerry Playbook are available at all Blue Cube outlets nationwide starting today. To find out more about these devices from BlackBerry and our cost effective postpaid plans, please visit www.celcom.com.my.

BlackBerry Apps by Malaysians, for Malaysians

Being an advocate in enhancing the growth of innovative applications and content developers, Celcom has relentlessly worked with our partners. A unique platform, the League of Extraordinary

Developers Challenge (LEDC), was launched in 2008 to encourage more innovative, inventive, and creative entrepreneur-driven individuals to display their talents and ideas in application creation. This platform that preaches the concept "by Malaysian developers-cum-entrepreneurs, for Malaysian smartphone users" is used to develop more relevant local apps specifically for BlackBerry smartphone users. Through these combined efforts, more than 10 BlackBerry applications are now available and they include:

- My Golf – allows avid golfers to keep track of their score plus reference point to their previous games in a 'greener' way, eliminating the paper scoring system. The apps also enables them to analyse their games as and when they wish;
- Help Me – an emergency alert system apps that sends out a SMS and email to pre-configured contacts, without alerting the 'attacker'. It allows the 'saver' to listen into the situation by making the user's phone dial out with just a SMS;
- Love Chat – analyses patterns and linguistic elements of each SMS and categorises it into Positive, Negative, Neutral, Happy, Sad, Fear, Disgust, Anger or Surprise;
- Celcom Mobile Bill – the first paperless billing apps that provides real time direct billing information upon user's request anytime, anywhere. It is a convenient, simple-to-use apps that helps manage user's mobile phone bills effectively.

"Celcom not only offer the latest BlackBerry smartphones but at the same time relevant applications that suit the different needs, behaviours and lifestyles of our BlackBerry customers. The apps range from entertainment, utility, games, sports to news and it's more the better that these apps are all local content created by Malaysians for Malaysians. Existing BlackBerry customers can get their hands on these apps by simply dialling *888# from their mobile phones and select Apps Cube, the best choice for local content and apps," Zalman enthused.

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About Celcom

Celcom is the country's first and foremost mobile telecommunications provider with over 11 million customers. Established in 1988, it boasts the widest national 2G and 3G networks, covering over 98% of the population. Currently the largest mobile broadband and corporate services provider, Celcom is now moving towards integrated multi-access and multimedia services, in line with evolving technologies and consumer behaviour in Malaysia. A culture that places the customer first is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with more than 170 million customers across 10 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>.

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