



an axiata company

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**GET ON THE CUBE!
WALK AWAY WITH GREAT CONTENT PLUS WIN A RIDE OF A LIFETIME**

KUALA LUMPUR, 3 APRIL 2012 – In conjunction with the Axiata Cup, **Celcom Axiata Berhad**, the first and foremost mobile telecommunications provider in the country, is pleased to offer special Axiata Cup content to everyone whilst giving them an opportunity to participate in various activities that will put them in the running for great prizes. Whether it would be participating in badminton-themed mobile activity or experiencing the content through mobile means, all of this is made possible and accessible through The Cube.

The Cube is a channel for customers to experience and share local and international digital mobile content of the latest movies, music, games and more.

Among the exclusive content introduced by The Cube is **WHO WILL WIN Axiata Cup SMS Trivia** which began on 21 March 2012 until 1 May 2012. The rewards are very eye-catching as The Cube is giving away two **Nissan Livina X-Gear** as grand prizes to winners. To participate, all customers need to do is simply purchase the exclusive Who Will Win Axiata Cup content. The purchase entitled one entry to the Trivia Challenge, in addition customers are require to answer two SMS questions relating to Axiata Cup, Malaysia and Badminton. Please log onto www.thecube.my or m.thecube.my from your mobile or dial *888# for more details.

“As more Malaysians embrace new experiences on their mobile phone, we continue to engage them in ways that feel more personal to them. By bringing this popular sport of badminton content and activities into The Cube, we are confident it will further encourage and innovate the consumption of content moving forward. Celcom is proud

to bring back the popular 'Who Will Win' campaign, a **mobile voting challenge for customers to be part of the best of the best events, from sports to lifestyle, in the country.**

The 'Who Will Win' campaign is Celcom's branded content platform. Under this campaign, we would be bringing the most exciting and long awaited events, giving customers once in a lifetime opportunities and money can't buy experiences. All they have to do is to participate in the interactive activities offered by Celcom, from the SMS-based mobile voting challenge to fun-filled quizzes, USSSD Personality Test, Cube Radio Loudest Cheer Challenge, MMS Puzzles in order to stand a chance to walk away with cars, Samsung Galaxy Notes, Axiata Cup merchandise or better still receive seasonal passes to watch Axiata Cup and much more. Additionally, customers can also get their hands on related content such as news alert, downloads, games and even music with Call Me Tones smashing singles VS doubles special song bundles " said **Afizulazha Abdullah, Chief Operations, Advanced Data (CAD) of Celcom Axiata Berhad.**

Besides watching your favourite badminton players live on match day, customers can also get more lucrative prizes by participating in other extensive Axiata Cup content which includes:

- **Who Will Win-Spotlight! MMS Puzzle:** Customer need to type ON GAME and send to 22229, upon successful download, customers shall receive MMS picture of badminton. They need to spot the location of the shuttlecock in the picture
- **Who Will Win- Did You See Me I Was There!:** Subscribe to WAP Online SNS (Social Networking Services) Services i.e Frenspot, Moko, Speesh & Frenzer Who Will Win and upload picture of your best 'Smash' pose. Call *888*219# or log onto www.thecube.my for more information
- **Who Will Win Cheer!:** Dial *2299007 and give us your most loudest and creative cheer for the team!
- **Who Will Win Axiata Cup!:** Fuel your fighting spirit with the Axiata Cup official theme songs that you can get for FREE! Single vs Single or Double vs Double? Show your support by downloading our winning tunes Call Me Tones or get our full song and true tones from Xtunes. Dial *888# and select "Axiata Cup" under Who Will Win or log on to The Cube at www.thecube.my.
- promo period for above Who Will Win activities valid until 1 May 2012

- other terms and conditions apply

So what are you waiting for? Join Who Will Win Axiata Cup on The Cube by calling *888# now and you might walk away with Nissan Livina X-Gear Today!

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