



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

XPAX IGNITES CHRISTINA PERRI CONCERT LIVE IN KUALA LUMPUR 2012

- All customers get 30% discount tickets for all tiers -

KUALA LUMPUR, 21 MAY 2012 – Xpax, Celcom Axiata Berhad's main prepaid brand that personifies youthful exuberance and urban appeal is proud to ignite song writing sensation, Christina Perri Live in Kuala Lumpur 2012. This upcoming singer who took the music industry by storm with her single "Jars Of Hearts" and now with the anthemic theme from the Twilight saga movie Breaking Dawn, "A Thousand Years" will be performing live in Malaysia on Thursday, 7 June at Kuala Lumpur LIVE at 8.30 pm.

"We are truly excited in bringing world – acclaimed events such as this in the entertainment space to our customers, we will also be rewarding our customers, through a 30% discount on all ticket tiers. All one has to do is just flash their Celcom mobile phone at participating Ticket Pro outlets to enjoy the discount up to 4 tickets. Additionally, customers can also have a chance to win FREE Christina Perry tickets from 25 - 31 May 2012. All they have to do is to register by sending PERRI to 28881 and then reloading RM30 worth of airtime to be in the running. Meanwhile new customers who sign up to any Celcom postpaid plans, they could be in running to get free tickets too." said **Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad.**

Moreover, to ensure fans and customers get the fullest out of Christina Perri's concert, customers simply need to download any Christina Perri Call-Me-Tones, full song or true tones via The Cube, an amazing multimedia branded channel by Celcom, to win Christina Perri concert tickets. Customers can also dial *888*99# to find out how to win other money-can't-buy experiences. The Cube enables customers to download local and international digital mobile content anywhere, anytime. Look out for endless entertainment through The Cube by logging onto www.thecube.my or m.thecube.my from mobile or dial *888# for more details.

Besides that, customers can also win VIP passes and Christina Perri's merchandise by participating in other Celcom activities which includes:

- **Cube Radio** – Subscribe and get access to Cube Radio Jukebox by dialing *1188 and select Top 20 English category. Listen to Christina Perri's songs and stand a chance to win her CD. Charges of RM1/week for subscription and 10sen/min during streaming applies
- **Frencube** – Subscribe to Twitter SMS at RM1/week and follow Christina Perri to stand a chance to win Christina Perri's CD
- **Kolony** – Purchase 100 KOINZ to stand a chance to win two FREE VIP passes to Christina Perri concert. Register with KOLONY, SMS KOLONY <nickname> send to 25333. To purchase KOINZ, type100KZ send to 25333. Charges of RM3.00/100 KOINZ. Customers may use KOINZ to purchase Call-Me-Tones at Kolony. Type KBUY<space>CMT<code> send to 25333.
- **Make Airtime Transfer** – Make four airtime transfers per week to any Celcom prepaid numbers to stand a chance to win two FREE VIP passes. Type RM<amount> and send SMS to 1<recipient's prepaid mobile number>
- promo period for above activities valid from **14 May – 4 June 2012**
- other terms and conditions apply

**Refer Appendix for list of song codes for Call-Me-Tones, True Tones & Full Songs and KOLONY promotion*

Whatchuwant Campaign

Other than concert tickets or VIP passes, Celcom customers can also enjoy great deals on packs and fabulous prizes from Whatchuwant campaign that was recently launched. Customers get to enjoy exclusive great deals and savings by subscribing to any 6 packs; **Text pack, Fun Pack, Surf pack, Video pack** and **MMS pack** plus earn a chance to get prizes from 30 April until 5 August 2012. To subscribe to a pack and to select a prize of the week, customers simply need to dial *128# from their mobile phones to access the Whatchuwant menu. This campaign is open to all Celcom postpaid and prepaid customers excluding Celcom Biz customers. Whatchuwaitingfor? Check out www.xpax.com.my for more info!

About Christina Perri

Christina Perri has come a long way as in July 2010, the then struggling singer-songwriter and musician had a life-changing moment when she was asked to perform a song she had written, a defiant break-up anthem called "Jar of Hearts," on the Fox show "So You Think You Can Dance". The raw, emotional quality of her performance connected with viewers and catapulted the 24-year-old Philadelphia native into the public eye. "Jar of Hearts" went on to

sell a million downloads and land Perri, who was then supporting herself as a café manager in Beverly Hills, a deal with Atlantic Records.

"Jar of Hearts" is just one of 12 honest gems that Perri unveils on her debut album *lovestrong*, a title she says reflects how her heart feels today. "I looked at the album as a whole piece and the two themes that stood out were love and strength," she says. "It really titled itself. Writing about love is just who I am. I've tried to write about other things, but ultimately this is what comes out of me."

Perri lays herself bare on *lovestrong*, using her soaring, bittersweet voice and expressive piano playing to sketch out her stories. Some, like "Penguin" and "Arms," are happy and hopeful, some, like "Bang Bang Bang" and "Mine," are fun and playful, and others, like "The Lonely" and "Jar of Hearts," are downright wrenching. The common thread? "They're all songs I felt I needed to give away," she says. "I have been writing songs since I was 15, so I reached into my arsenal and picked the ones I felt others should hear. My intention for my music is pretty simple: I want to make people feel less broken and alone."

It didn't really register how emotionally raw the album was going to be until Perri's 20th day in the recording studio. "In the vocal booth, I had to go back to the place and time that made me feel so vulnerable and rip open old wounds to sing each song, sometimes two songs in a day," she says. "Emotionally, it was the hardest 33 days of my life, but it was worth it because the result is that this album is 100 percent me. It's heartfelt, real, bold, honest, vulnerable, hopeful, strong, poetic, bluesy, gritty, pretty, and simple."

Produced by Joe Chiccarelli (White Stripes, Tori Amos) and mixed by Michael Brauer (Coldplay, Regina Spektor), *lovestrong* boasts a bold creative vision that is very much in keeping with Perri's spirited personality. A petite, tattooed ball of energy with an engaging smile, she has always embraced life to the fullest. Her adventures have included touring the world as an assistant to a rock band, spending a year at a prestigious university, producing popular music videos, making olive oil in Italy, and even serving as a fashionistabarrista in Beverly Hills.

Her latest current hit "A Thousand Years" taken from the album *The Twilight Saga: Breaking Dawn — Part 1: Original Motion Picture Soundtrack*. was featured in a Vimeo clip of popular Malaysian blogger Timothy Tiah Ewe Tiam, co-founder of the popular ad-blogging

site Nuffnang, proposing to his girlfriend/fiancée Audrey Ooi Feng Ling, with "A Thousand Years" used as the backing track for the proposal video, immediately went viral on the web, racking up nearly 4 million views online within a week, with *American Idol* host Ryan Seacrest hailing it as a heartwarming coda to 2011. Perri confessed that the video made her cry.

Tickets for Christina Perri Live in Malaysia 2012 prices are categorized into **RM 258 (Rock Zone)**, **RM188 (Upper Tier)**, and **RM 98 (Regular)**. Tickets are sold at the following outlets; Rock Corner - KLCC, The Curve, Subang Parade, One Utama, The Gardens, Midvalley, The Curve; Victoria Music Centre -Sg.Wang, Bangsar Shopping Centre, Tropicana City Mall, Amcorp Mall, The Guitar Store outlets - Cheras, Desa Sri Hartamas, DamansaraPerdana, Kepong, Puchong and at KL Live. Tickets are also available online at www.ticketpro.com.my. Hotline - 03-78807999.

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APPENDIX

Call-Me-Tones:

Dial *888*<cmtcode># and press CALL

Charging CMT: RM0.99/week

*Valid until 4th June 2012

NO	TITLE	ARTIST	CODE	RBT ID
1	Jar Of Hearts	Christina Perri	158136	0232126043
2	Bluebird	Christina Perri	158137	0232126044
3	Arms	Christina Perri	158138	0232126045
4	Bang Bang Bang	Christina Perri	158139	0232126046
5	Distance	Christina Perri	158140	0232126047
6	Mine	Christina Perri	158141	0232126048
7	Penguin	Christina Perri	158142	0232126049
8	Miles	Christina Perri	158143	0232126050
9	The Lonely	Christina Perri	158144	0232126051
10	Sad Song	Christina Perri	158145	0232126052
11	Tragedy	Christina Perri	158146	0232126053
12	A Thousand Years	Christina Perri	158147	0232126054

Full Songs (FS) & True Tones (TT):

To download, type FS<space>Full Song Code & send to 21308

To download, type TT<space>True Tones Code & send to 21308

Charging FS: RM0.99/week

Charging TT: RM0.99/week

*Valid until 4th June 2012

No.	Title	Artist	Label	FS SMS Code	TT SMS Code
1	A Thousand Years	Christina Perri	Warner	23310458	23310177
2	Jar Of Hearts	Christina Perri	Warner	23310469	23310201
3	Arms	Christina Perri	Warner	23310471	23310212
4	Bluebird	Christina Perri	Warner	23310504	23310223
5	Bang Bang Bang	Christina Perri	Warner	23310515	23310234
6	Distance	Christina Perri	Warner	23310526	23310245
7	Mine	Christina Perri	Warner	23310537	23310256
8	Penguin	Christina Perri	Warner	23310548	23310267
9	Miles	Christina Perri	Warner	23310559	23310278
10	The Lonely	Christina Perri	Warner	23310561	23310302
11	Sad Song	Christina Perri	Warner	23310572	23310313
12	Tragedy	Christina Perri	Warner	23310605	23310324

KOLONY:

To register SMS KOLONY <nickname> send to 25333.

Use KOINZ to download, type KBUYCMT <code> send 25333

*Valid until 4th June 2012

NO	TITLE	ARTIST	CODE	RBT ID
1	Jar Of Hearts	Christina Perri	158160	0232126055
2	Bluebird	Christina Perri	158161	0232126056
3	Arms	Christina Perri	158162	0232126057
4	Bang Bang Bang	Christina Perri	158163	0232126058
5	Distance	Christina Perri	158164	0232126059
6	Mine	Christina Perri	158165	0232126060
7	Penguin	Christina Perri	158166	0232126061
8	Miles	Christina Perri	158167	0232126062
9	The Lonely	Christina Perri	158168	0232126063
10	Sad Song	Christina Perri	158169	0232126064
11	Tragedy	Christina Perri	158170	0232126065
12	A Thousand Years	Christina Perri	158171	0232126066