



**NEWS RELEASE
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IT'S TIME TO BOOM WITH THE NEW S.O.X. 2012!

- Winner of Dance, Drum & Hoops category will walk away with trophy, goodie bags and cash worth more than RM100,000 -

KUALA LUMPUR, 9 MAY 2012 – S.O.X., the first and only prepaid plan in Malaysia designed by Xpax exclusively for students aged between 13 and 17, was proud to launch the **new S.O.X. 2012 on Saturday, 5 May 2012** at a recent book fair. The new S.O.X. 2012, with theme 'It's Time To Boom' brings a fun packed activities of **drum lines, cheer dance and basketball** teams from schools all over in Malaysia into a single power-packed weekend. The qualifying teams to the **Grand Finale** will battle it out for **cash and prizes worth more than RM100,000** on **3 June 2012** in **Kuala Lumpur**.

Moving into its fourth year since it was first introduced in 2009, S.O.X. programmes mainly consisted of drum line and cheer dance, while this year, we have slot in basketball to address kids who excel at sports. What's more, champion in each category of drum, dance and basketball stands to walk away with RM5000 cash, a trophy and goodie bags for each team member valued at RM500.

**For further details of prizes, kindly refer appendix.*

"The new S.O.X. 2012 with theme "It's Time To Boom!" is an invitation for everyone to own the day as well as to foster healthy competitive spirit amongst schools, whilst rewarding them at the same time. It is all about students learning to step up to challenges. The S.O.X. 2012 serves as an avenue for students to put forward their best talents and impress peers and families from these 3 activities; drum, dance and basketball. We would also encourage them to come together to enjoy and experience the moment as well as own the day," said Zalman Aefendy, Chief Marketing Officer of Celcom Axiata Berhad.

The Malaysia largest inter-school competition has also introduced a new format challenge this year, whereby there are two challenges for participating teams to compete along with accumulating highest points, and later be crown as champion at the finale. First challenge for all sports would be the school challenge that covers 70% of total scores. Then each team requires to appoint 3 members to compete for team challenge that would give 30% score.

**For further details of rules and regulations, kindly refer rules and regulations booklet as attached.*

The performances of **drum line** teams will be appraised by a lineup of professional judges from **BatteryHeadz Percussion**. Apart from skills and techniques, the drum line participants will be judged based on creativity, entertainment value and stunts. Meanwhile for the **cheer dance** teams, they will be evaluated by an esteemed panel of judges from **Cheerleading Association and Register of Malaysia (CHARM)** for cheer dance routine whilst freestyle routine will be judged by **Wakaka Crew**, champion of the battle of dance 'Showdown 2010'. Judging criteria for dance competition is based on the performance, attire, song selection and crowd response apart from skills and techniques. For the **basketball** challenge, the matches will be umpired by expert and experienced referees from **KL Dragons**, the first team to represent Malaysia in AirAsia ASEAN Basketball League.

The S.O.X. 2012 will be a one-day event at each of the venues. The drum line, dance and basketball competition will start as early as 9am and estimated to end at 6pm. Non participants are also invited to join and own the day with carnival activities such as games and lucky draws available at venues. Additionally, the public can also catch exciting offers on Celcom's products and services!

Regional Preliminary Rounds

The S.O.X. 2012 will be making its rounds, bringing the fun and experience to other regions. The first regional preliminary rounds had kick-started in **Sarawak** and **Melaka** on **29 April 2012** and at **Bukit Kiara Equestrian Kuala Lumpur** on **6 May** and then will take place in **Penang** on **27 May 2012**. The **grand finale** will be on **3 June 2012** in **Kuala Lumpur**.

S.O.X. Prepaid Starter Pack

The new S.O.X. prepaid starter pack is now available at all Celcom branches, Celcom Blue Cube outlets and Celcom authorized dealers nationwide. Customers aged between 13 to 17 years old can purchase the new starter pack at price of RM8.50 only.

With the new S.O.X. plan, customers can enjoy either FREE Voice Calls or FREE Video Calls or FREE SMS or FREE MMS when they utilise the credit of RM1 before 8pm. For further info, please visit www.xpax.com.my.

Multimedia Messaging (MMS) Magazines

In conjunction with KLIFB 2012, Celcom was also proud to introduce its first multi-media messaging (MMS) magazines, comics and books on mobile that features some of the major publications such as PC.com, Apple Magazine and Traveler, Majalah Tech, Saji and so on. To subscribe, customer simply need to type *888*80# and send, then follow instruction accordingly. Terms and conditions apply.

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APPENDIX

List of Prizes:

Breakdown of prizes is as per below:

Drum

Champion	RM5,000 cash + Trophy + Goodies Bag worth RM500
1 st Runner-Up	RM3,000 cash + Trophy + Goodies Bag worth RM300
2 nd Runner-Up	RM2,000 cash + Trophy + Goodies Bag worth RM200
3 rd Runner-Up	RM1,000 cash + Trophy + Goodies Bag worth RM200
People's Choice	Trophy + Goodies Bag worth RM200
Best Freestyle Routine	Trophy + Goodies Bag worth RM200
Best Dressed	Trophy + Goodies Bag worth RM200
Best Showmanship	Trophy + Goodies Bag worth RM200
All-Stars Team	Trophy + Goodies Bag worth RM200
Top 4 Regional	Goodies Bag worth RM200

Dance

Champion	RM5,000 cash + Trophy + Goodies Bag worth RM500
1 st Runner-Up	RM3,000 cash + Trophy + Goodies Bag worth RM300
2 nd Runner-Up	RM2,000 cash + Trophy + Goodies Bag worth RM200
3 rd Runner-Up	RM1,000 cash + Trophy + Goodies Bag worth RM200
People's Choice	Trophy + Goodies Bag worth RM200
Best Freestyle Routine	Trophy + Goodies Bag worth RM200
Best Dressed	Trophy + Goodies Bag worth RM200
Best Cheer Routine	Trophy + Goodies Bag worth RM200
All-Stars Team	Trophy + Goodies Bag worth RM200
Top 4 Regional	Goodies Bag worth RM200

Hoops

Champion	RM5,000 cash + Trophy + Goodies Bag worth RM500
1 st Runner-Up	RM3,000 cash + Trophy + Goodies Bag worth RM300
2 nd Runner-Up	RM2,000 cash + Trophy + Goodies Bag worth RM200
3 rd Runner-Up	RM1,000 cash + Trophy + Goodies Bag worth RM200
People's Choice	Trophy + Goodies Bag worth RM200
Merit Award 1	Trophy + Goodies Bag worth RM200

Merit Award 2	Trophy + Goodies Bag worth RM200
Best Jersey	Trophy + Goodies Bag worth RM200
All-Stars Team	Trophy + Goodies Bag worth RM200
Top 4 Regionals	Trophy + Goodies Bag worth RM200