

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**CELCOM CROWNS FIRST WINNERS OF
'GET FUN FACTS FROM AROUND THE WORLD' CAMPAIGN**

*Brand new Nissan Almera, Ducati Monster 795, RM10,000 shopping vouchers
and latest gadgets worth a total of RM280,000 up for grabs*

KUALA LUMPUR, 22 October 2013 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, has crowned the first batch of winners of its **Get Fun Facts from Around the World** campaign by presenting prizes worth **RM93,000** to seven of its customers at Menara Celcom today.

Get Fun Facts from Around the World offers Celcom customers a simple way to learn about historic, cultural, and interesting facts of various countries and cities in **Asia, Europe, America, Africa and Australia via an SMS subscription**. Customers are taken on a virtual adventure around the world, collecting **"travel points"** as they do so.

Subscribers will be offered additional chances to get more points on special days where they can opt to achieve from time to time in order to stand a chance to win the **monthly prizes of a Nissan Almera or Ducati Monster 795**, as well as **fortnightly and surprise prizes of shopping vouchers and the latest gadgets** worth a total of **RM280,000**.

This campaign is a new offering for a limited time by **The Cube** – Celcom's own branded multimedia channel designed to fulfil consumers' needs and to manage and access content on any device while on the move, at home, at work or at play.

At the prize-giving ceremony, **Afizulazha Abdullah, Chief Digital Services Officer of Celcom Axiata Berhad**, said, "Apart from our popular apps, lifestyle services, call-me-tones, games and music, The Cube strives to offer campaigns that offers attractive prizes to show our appreciation towards our customers and reward them for their support. This campaign gives subscribers the

opportunity to learn more about the world through their mobile phones while standing a chance to win amazing prizes worth up to RM280,000."

The grand prize winner for the month of September was revealed to be 45-year-old, **Sapna a/p Dhamddarumedlah Shah** from Seremban, who drove away with a brand new Nissan Almera. The other two fortnightly winners were 34-year-old **Tan Eng Teng** from Klang and 61-year-old **Rusli bin Hashim** from Kedah who each won a shopping voucher worth RM10,000.

To add even more excitement to the campaign, four surprise prizes consisting of two gadgets and a pair of Isetan shopping vouchers worth RM1,000 each were presented to **Sabariah binti Abu Samah**, from Pahang, **Mat Yatib Yusoh** from Perak, **Wan Noorhaslizawati binti Wan Noor** from Kelantan, and **Noridawati binti Ibrahim** from Terengganu who were all avid participants of the campaign.

Get Fun Facts from Around the World will run for three months from **9 September to 9 December 2013**. Subscription fee for this campaign is **free for the first week** and customers will subsequently be charged **RM1.00 per SMS**. To subscribe, Celcom customers simply need to send **'ON DUNIA' to 25000 via SMS**, or by dialling ***888#** on their phones and choosing 'Win Up to RM280,000' from the menu.

The Cube is also offering other campaigns that stand to reward subscribers, including:

- **Let's Go to Bali** with Mobiroo – Malaysia's first-ever unlimited apps subscription offered exclusively through The Cube that now gives subscribers a chance to enjoy a fully-paid trip to Bali;
- The **Think You Play All** campaign that offers one winner and three friends a fully-paid trip to Universal Studios Singapore plus RM5,000 in spending money;
- **My United Club** that gives subscribers a chance to win a trip to Old Trafford, home of the Manchester United football club; and,
- A once-in-a-lifetime chance to win a trip to Jakarta to **star in Shae's upcoming music video** *Cintaku Tlah Mati Untukmu*.

For more information on Get Fun Facts from Around the World and other campaigns, please visit www.thecube.my or dial ***888#** or visit m.thecube.my via your mobile phone.

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Winner List – Get Fun Facts from Around the World(September 2013)

Name	Location	Prize	Prize Category
Sapna a/p Dhamddarumedlal Shah	Seremban, Negeri Sembilan	Nissan Almera	Monthly grand prize (9 Nov 2013)
Tan Eng Teng	Klang, Selangor	RM10,000 Best Shopping Store Voucher	Fortnightly winner 1 (14 Sep 2013)
Rusli bin Hashim	Jitra, Kedah	RM10,000 Best Shopping Store Voucher	Fortnightly winner 2 (28 Sep 2013)
Sabariah binti Abu Samah	Kemayan, Pahang	Samsung Galaxy Tab P5220	Surprise winner 1 (13 Sep 2013)
Mat Yatib Jusoh	Ipoh, Perak	RM1,000 Isetan Shopping Voucher	Surprise Winner 2 (20 Sep 2013)
Wan Noorhaslizawati Binti W M Noor	Kuala Krai, Kelantan	Samsung Galaxy Note 2	Surprise Winner 3 (27 Sep 2013)
Noridawati Binti Ibrahim	Terengganu	RM1,000 Isetan Shopping Voucher	Surprise Winner 4 (4 Oct 2013)