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**CELCOM IGNITES ITS LARGEST FOOTBALL CAMPAIGN WITH JOE FLIZZOW!**

*#gilabola by Joe Flizzow igniting customers and football fever  
to Celcom's Football Mad Territory*

**KUALA LUMPUR, 5 June 2014 – Celcom Axiata Berhad**, the first and foremost mobile telecommunications provider in Malaysia, is igniting the passion of football fans for the biggest sporting event of the year through the **“Football Mad Territory” campaign** which encourages fans from all over Malaysia to **embrace football whenever and wherever they are in Celcom's Fastest Territory**. The campaign is reiterating what Celcom has been promoting all this while – to create excitement of Malaysians' love for football.

Speaking at the launch of the “Football Mad Territory” campaign, **Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad**, said, “Malaysia is a football passionate nation and with the biggest sporting event just around the corner, Celcom is pleased to provide a wider group of customers with a campaign that has a universal appeal, hence, the musical element that attracts people from all walks of life. We believe that football and music make a perfect combo that enables customers to soak up the electric atmosphere and gets fans pumped up in anticipation of the upcoming football tournament. The Football Mad Territory campaign is set to lift the spirit of Malaysians through adrenaline-pumping music, engage them to join in the celebration with the rest of the world and encourage their participation in various Celcom activities that have been lined up during the campaign.

“At the same time, Celcom customers and football fans can sit back, relax and get their football fix and the latest match results at lightning-fast speeds with **4G LTE** on Celcom Fastest Territory's fastest and widest mobile network throughout the football season,” Zalman added.

During the launch, Celcom also unveiled the Football Mad Territory campaign's theme song called **#gilabola** and its music video which aims to bring the spirit of samba to Celcom customers. #gilabola was produced by Johan Ishak, better known as **Joe Flizzow**, a multi award-winning

record producer, singer-songwriter and a member of Too Phat – Malaysia's pioneer hip hop group.

Commenting on the song, **Joe Flizzow** said, "Everyone is passionate about football. I am honoured and thrilled to be a part of the Football Mad Territory campaign as apart from music, football is something that I love. I had fun recording and making the music video for #gilabola which expresses Malaysians' love for football. I hope that Celcom customers and football fans alike will enjoy watching the music video and humming the song as we join in the celebration with the rest of the world."

With lyrics in Bahasa and English which is how really Malaysian talk, #gilabola by Joe Flizzow is a song about how Malaysians are crazy about football and how it unites every fan regardless of age, colour or creed. It is also celebrates the fans that bring the game to life; football wouldn't be the same without fans. #gilabola by Joe Flizzow coincide with the upcoming football season in Brazil, the music video opens and closes with Joe Flizzow on an adventure in the Amazon jungle.

The song was reproduced from Joe Flizzow's signature song, 'Havoc' with additional sound and cheering voices of football fans, making it attractive to a wide range of listeners. Malaysians can look forward to hearing and seeing #gilabola on radio, TV and social media sites including Facebook, YouTube and Instagram from today onwards until the end of the football season. The song can be downloaded from the Football Mad Territory webpage from [www.celcom.com.my](http://www.celcom.com.my).

To commemorate the biggest sporting event of the year, Celcom has introduced the **#GILABOLA** hashtag to ignite all Malaysian to share their football passion by posting their football moments and pictures in social media with the hashtag. They then will stand a chance to be featured in a **Fans music video of #gilabola by Joe Flizzow** which will be uploaded on YouTube at the end of football season. There will also be fun activities available during roadshows and on-ground activities at shopping complexes, universities, football fields and even the local mamak-stalls. Customers can look out for Celcom's future announcements.

Meanwhile, Celcom will also reward its customers with **KAX, a series of eight limited edition blue and purple collectibles** that make **the perfect companion** throughout the football tournament. Launched last month, KAX comes in **eight different designs, dressed in football jerseys** which are **given away free** when they **sign up with Xpax and Celcom plans**. Customers can get the limited edition KAX series while stocks last, from redemption centres including **Blue Cube** nationwide and selected **Celcom Xclusive**.

Customers can get their hands on these exclusive KAX collectibles via any of the following steps:

- Xpax:
  - i. New customers: Activate Xpax starter pack and reload RM30
  - ii. Existing customers: Subscribe to Monthly Mobile Internet Plan or Pick A Pack worth a minimum of RM7 per week
- Celcom First:
  - i. New customers: Sign up with Celcom First Prime/Premier/Elite plan
  - ii. Existing customers: Subscribe to Mobile Internet mBasic, mAdvance or mPro
- Celcom Traveller SIM: Activate Pack worth either RM39 or RM59 and subscribe to Mobile Internet weekly
- Celcom PortaWiFi: Sign up with any Celcom PortaWiFi Plans with EXTRA DATA and RM120 rebate
- Celcom Broadband: Sign up with selected Broadband packages or purchase additional volume of 5GB

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