

**NEWS RELEASE
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THE CUBE REWARDS WINNERS OF ITS CAMPAIGNS WITH PRIZES WORTH A TOTAL OF RM154,000

*Winners' win attractive prizes by downloading selected Call Me Tones and by
subscribing to Musicube Mini App via The Cube*

KUALA LUMPUR, 19 May 2014 – **The Cube, Celcom's own branded multimedia channel,** has presented prizes worth a total of RM154,000 to the winners of their **four (4) recent campaigns** which were organised to encourage Celcom customers to download and experience mobile contents offered by The Cube while seizing the opportunity to win exciting prizes by participating in the campaigns.

Amirul Safuan Bin Mohd Ishak, 30-years-old from Selangor was the grand prize winner for one of the campaigns and drove away with a **brand new Toyota Vios 1.5J** while another **12 weekly winners** each took home a **Samsung Galaxy Note 3** **(list of winners in the appendix)*. The campaign started from **9 January until 2 April 2014** and customers participated just by downloading to the Call Me Tones package at RM3.00/week by sending '**ON KERETA**' to **22990 via SMS**. All they had to do was to maintain their Call Me Tones subscription until the end of the campaign for a chance to win the grand prize.

The grand prize winner of the second campaign, Katy Perry live in London, **Mohd Khairuddin Bin Che Nordin, 34-years-old** from Kuala Lumpur won himself **an all-expenses paid trip for two (2) persons to watch Katy Perry concert live in London**. The campaign **started on 15 March 2014** and customers had to **download any two (2) of Katy Perry's Call Me Tones** and maintain their Call Me Tones subscription **until 30 April 2014**.

During the prize-giving ceremony held at Menara Celcom today, **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 always strive to

develop new and appealing campaigns that not only enable our customers to enjoy fresh and popular mobile contents provided by The Cube but also have fun by joining the campaigns that offer a wide range of attractive prizes. Organising the campaigns is our way of showing our appreciation to our customers for many years of support."

Meanwhile, the third campaign is when customers **subscribe to Musicube Mini App and stand to win a dream holiday** which **began on 27 December 2013**, saw 43-year-old **Wan Norainawati Bt Hamzah** from Kuala Lumpur who have won herself a **dream holiday worth RM15,000 with her loved one**. She was picked as the lucky winner after she **kept the subscription until 27 April 2014**. Additionally, **five (5) Monster Beat headphones were given away as form of consolation prizes to the winner of the same campaign**.

**(list of winners in the appendix).*

One lucky customer also got the chance of a lifetime to experience the **football fever with Ricky Martin along with Malaysia's very own Alif Satar, top Indonesian singer Judika and Singapore Idol's Sezairi to witness the artistes recording the official song of the world's biggest football tournament in Jakarta**. The **March winner, Mohd Nazrulnaim Bin Hussin, 31-years-old** from **Johor Bharu** who participated the campaign which **started from 1 March until 30 April 2014** won himself an **all-expenses-paid trip to Jakarta to join the artistes** as they record the football theme song of the year. Meanwhile, the **April winner, Normah Binti Lamin, 51-years-old** from **Kuala Lumpur** won herself a **60" LG LED Television** by **just downloading a minimum of two Call Me Tones**.

Starting 2 June 2014, five (5) Celcom customers will have the chance to win **an all-expenses paid trip to Umrah for 2 person** worth total of **RM14,000**. All they have to do is download **Keimanan Call Me Tones** package comprises of zikir, doa & tazkirah by sending 'ON DOA' to **22990 for just RM2.00/week**. They also can choose to download **Islamik package at RM3.00/week**. In this package, they can get 5 positive value songs every week as well as some good-old Raya songs, all they have to do is send 'ON NIAT' to **22990** and they stand a chance to Makkah & Madinah.

For more information on current campaigns, please visit www.thecube.my or dial ***888#** or visit m.thecube.my via your mobile phone.

APPENDIX

List of winners for the first campaign;-

Name	Age	State	Prizes
Siti Farahadijah	30	KL	Samsung Galaxy Note 3
Eng Hung Yap	28	Perak	Samsung Galaxy Note 3
Muhammad Nurdin Bin Mohd Kassim	23	Selangor	Samsung Galaxy Note 3
Moilin Modingin	40	Sabah	Samsung Galaxy Note 3
Zulkarfli Bin Mohamad	52	KL	Samsung Galaxy Note 3
James Padisan	27	Sabah	Samsung Galaxy Note 3
Justinah S Hasnah Taitus	44	Sabah	Samsung Galaxy Note 3
Amira Fatini Binti Ahmad Fadzil	22	Perak	Samsung Galaxy Note 3
Ag Mohd Rozi Bin Amat @ Ahmad	20	Sabah	Samsung Galaxy Note 3
Mohamad Ruzaini Bin Jamaludin	19	Sarawak	Samsung Galaxy Note 3
Mohamad Hafizuddin Bin Zainuddin	22	Perak	Samsung Galaxy Note 3
Muhammad Afiq Naajuddin Bin Je'an Azman	24	Selangor	Samsung Galaxy Note 3

List of winners for the third campaign;-

Name	Age	State	Prizes
Nurul Norhidayah Bt Anafi	13	Terengganu	Monster Beat headphones
Wan Zabariah Binti Wan Harun	30	Terengganu	Monster Beat headphones
Zahari Bin Razali	40	Pahang	Monster Beat headphones
Muhammad Izzul Bin Ismail	13	Kelantan	Monster Beat headphones
Zaitun Binti Sarbat	67	Perak	Monster Beat headphones

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