

NEWS RELEASE

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THE BIGGEST CELCOM 4G LTE PHONE FAIR IN MALAYSIA

Diverse and popular range of smartphones from as low as RM158 nationwide

KUALA LUMPUR, 22 SEPTEMBER 2015 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in country, is back with the biggest **Celcom 4G LTE Phone Fair** ever, for anyone who wants to own their dream smartphone, with offers of up to 90% in savings and smartphones from as low as RM158 up for grabs.

The **Celcom 4G LTE Phone Fair** until 31 December 2015, will be on at all **Blue Cube** stores, selected **Celcom Xclusive Partners** and **Key Dealers**. The value for money and exclusive smartphone sale, is open to all new and existing Celcom customers.

Tuan Syed Md Najib Syed Md Noor, Chief Customer Service, Retail Officer of Celcom Axiata Berhad said the **Celcom 4G LTE Phone Fair** was an opportune platform to showcase diverse and vibrant brands of mobile devices, coupled with remarkable offers and especially delivering maximum customer experience on **Celcom's lightning-fast 4G LTE network**.

“We are pleased to organise the biggest **Celcom 4G LTE Phone Fair** ever in the country, and we anticipate this to evolve to become a flagship fair, catering exclusively for the mobile ecosystem, in years to come. LTE is the gold standard for 4G, it is the buzzword. If someone is buying a smartphone, they should ultimately purchase one that works with an LTE network. **Celcom's lightning-fast 4G LTE network provides the widest and most stable network** that translates into having **faster speeds** and having a **seamless experience when using Celcom's non-stop internet**.

“Celcom has consistently been the **first telco in the country** to bring the **state-of-the-art devices** to its customers and the public, and we want everyone to join us at the greatest smartphone sale of the year. The **Celcom 4G LTE Phone Fair** is not to be missed,” he added.

Some of the exclusive smartphone promotions include:

- *iPhone 6 bundle promo from as low as RM238*
- *RM200 off for iPhone with any plan, and without contract*
- *Samsung GALAXY Note5 offer for as low as RM1,138*
- *Samsung GALAXY S6 edge for as low RM1,088*
- *Extra value for trade-in of mobile phones at the **Blue Cube**, where one can receive an additional RM50 on top of their trade-in phone value*
- *RM150 for the trade-in of the old Samsung GALAXY NOTE mobile phones for the latest Samsung GALAXY Note5*
- *A RM50 voucher at **Blue Cube** stores for their next purchase, for those who are eligible*
- *FREE 11Street vouchers for every sign-up of **First™ plans** with device bundle or upgrade plans worth 30% or maximum RM40, to purchase electronic products on 11Street*
- *Every sign-up of **First™ plans** with device bundle or upgrade plans, will automatically entitle customers to win daily prizes of smartphones and wearables*

Tuan Syed Md Najib Syed Md Noor said the **Celcom 4G LTE Phone Fair** will complement the move for **Blue Cube** stores to evolve towards becoming lifestyle and customer experience focused, beyond that of a traditional telco retailer. The move is part of the refinement process undertaken by Celcom, to address the ever-changing lifestyle needs, become technology-friendly and provide interactive and integrated experience for its customers. As the initial kick-off to the evolvment, **Blue Cube** stores had introduced lifestyle-based health tracking gadgets from the Fitbit range in August.

Don't wait any longer, visit your nearest **Blue Cube**! For more information on the **Celcom 4G LTE Phone Fair**, packages and price plans for the latest stylish devices, visit www.celcom.com.my.

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