

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

THE NEW BLACKBERRY® CLASSIC ONLY AVAILABLE WITH FIRST FROM CELCOM

Celcom is the Exclusive Service Provider for the New Flagship BlackBerry® Device

KUALA LUMPUR, 14 JANUARY 2015 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, has unveiled its latest partnership with BlackBerry – on the **BlackBerry® Classic** with its all new **FIRST** plans.

Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad, said, “Celcom in keeping momentum with its brand promise, ensures that our customers stay ahead of others. We constantly and consistently deliver quality to our customers to nurture trustworthy partnerships,” he said at the launch of the new BlackBerry® Classic today.

With **FIRST**'s innovative, personalised Internet and call plans, professionals can choose their plans for practicality commitments. For instance with the Optimiser™, customers can decide if they prefer more Internet surfing or voice usage. With an option for additional complimentary Internet and voice usage, as per their need basis, they can leverage on what they desire and utilise.

Based on the pay per use concept, Celcom customers can also opt from the latest **FIRST** plans with the new **Max Up All** and **Max Up** plans. **Max Up All** offers value for money whereby for just as low as RM50, customers can enjoy 250 SMS, 1GB Internet and 1GB WIFI surfing and 250 minutes of talk time. With **Max Up**, customers are afforded greater boost for Internet surfing as they will be able to get 1GB Internet surfing (RM15) and 5GB (RM50). Enterprise customers can choose from Celcom **FIRST** plans and solutions.

“We are excited to be on the forefront to power professional lifestyles, with **FIRST** plans. Being the exclusive partner for BlackBerry, only our **FIRST** plans bring this sophisticated gadget to Malaysian shores.

"Our continued partnership with BlackBerry reinforces our commitment to provide the finest mobile experience and simultaneously intensify the growth of our diverse range of smartphone choices. We give our customers the flexibility to select innovative **FIRST** plans to suit their evolving digital lifestyles. They will be pampered for choice with distinctive, attractive and diverse voice and data packages, that carry distinct features and enables superior performance at super-fast speeds on Celcom's Fastest Territory network,'" added Zalman.

Dereck Daymond, Vice President, Asia Sales at BlackBerry, said: "We are excited to introduce the BlackBerry®Classic to Malaysia with Celcom. This product will provide the powerful communications experience BlackBerry Bold and Curve users have been waiting for. The BlackBerry Classic is a secure device that feels familiar in their hands, with the added performance and agility they need to be competitive in today's busy world."

Aside from the **FIRST** plans, the BlackBerry® Classic runs on BlackBerry Enterprise Solutions (BES12), a cross-platform Enterprise Mobility Management (EMM) solution that enables the ease of managing enterprise mobility efficiently and safely. It enables users to manage all devices (iOS, Android, Windows Phone 8, and BlackBerry) from a single unified console.

Other impressive distinctive features include advanced protection for content and in-transit across multiple platforms, value-added services (VAS), the BBM Meetings and the BBM Protected software, all of which boost optimum communication and collaboration between users as well as sharing confidentiality.

Also, customers will reap benefits from the BlackBerry® Keyboard & Trackpad for optimal speed and accuracy, the BlackBerry® Browser, wide-screen options & battery saving features, while BlackBerry® Hub is the one stop to manage all forms of communication – granting users with greater durability and optimisation of their device.

This trendsetting smartphone is available exclusively at all Celcom Blue Cube and Celcom Xclusive and retails at RM1, 588.

For further details please refer to Celcom website at www.celcom.com.my.

- End -