

**NEWS RELEASE
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CELCOM CUSTOMERS ENJOY REWARDS FROM THE CUBE

*RM400,000 worth of prizes comprising two Peugeot 208 GTIs, a Honda CBR 500R, iPhone 5C, iPad mini and RM5,000 Parkson shopping vouchers for winners of **The Cube** mobile content contest*

KUALA LUMPUR, 30 MARCH 2015 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in the country, rewarded its customers during a prize presentation ceremony held at Menara Celcom recently, for participating in **The Cube** contest titled ***I Heart Football Contest***.

Three grand prize winners took home cars and a motorcycle - they were Ahmad Awaluddin bin Talib, 37, and Md Tahir bin Haji Abd. Rahman, 60, who both won a **Peugeot 208 GTI** each while Suyen bin Upak, 53, won a **Honda CBR 500R** motorcycle.

"I kept abreast of the world's biggest sporting event last year and stayed up many nights to ensure that I could participate in the football trivia," said Ahmad Awaluddin from Pekan, Pahang, who is a fan of Brazil and football forward Neymar Jr.

Md Tahir, from Kedah and an ardent supporter of Manchester United, said he did not expect to win a **Peugeot 208 GTI** and was surprised when he found out that he was one of the grand prize winners.

"I am fond of contests, I participate regularly but this is the first time I have won anything this valuable. This has been the sweetest experience of my life and I am thankful to Celcom for the exciting content offered by **The Cube** and its proven network stability," said Md Tahir who was accompanied by his son, Zunnun Md Tahir, 25, to drive home his **Peugeot 208 GTI** from Menara Celcom.

Meanwhile, Jenyson bin Suyen, 29, who turned up to collect the **Honda CBR 500R** motorcycle, said his father has remained enthusiastic over the win but was unable to make the long journey from Sabah.

Other winners walked away with devices comprising **iPhone 5C** and **iPad mini** worth RM2, 000 each while five won **RM5, 000 Parkson shopping vouchers** each.

They included Zurina binti Maamor, Mohd Fauzi Zulkifi, Aziman bin Bakawi, Selasih binti Che Pa, Suhaimi Nazaruddin, Ajim bin Sharkawi, Hasan Basiri bin Mohd Ali, Maxwell Lim Joon, Mohd Shahril bin Muhammad Sidik, Dennis Lah Ding, Entusan Anak Emping, Afizawati binti Ariffin, Zulkefle bin Ismail and Kamariah binti Maarof.

Zalman Aefendy Zainal Abidin, Chief Marketing & Sales Officer of Celcom Axiata Berhad, accompanied by **Masdiana Sulaiman, The Cube Head of Brand Management - Add on & OTT** and **Norsalinawati Mohd Salli, The Cube Group Brand Manager** presented the prizes to the winners at Menara Celcom.

"This contest received overwhelming response from fans of football, nationwide. Many are obviously passionate about the biggest football game, which takes place once every four years. We are glad that this contest gave them the opportunity to stay connected to and informed about their favourite football teams, match scores, player profiles as well as win fantastic prizes," Zalman said, adding that the two-in-one contest was a marvellous mode to engage with Celcom customers.

The **I Heart Football** contest was organised between **7 May** and **24 August 2014** to enable Celcom customers to be part of an international sporting event – via their smart devices. The contest consisted of information on the history of football, player profiles, team performance, match playoffs and rankings, amongst others. A total of 50,000 subscribers participated in the contest and were required to subscribe to the content and answer questions for the football trivia.

The Cube is a one-stop mobile content channel that offers customers access to various mobile downloads and services. Whether at home or on the move, **The Cube** gives one the ease of enjoying the latest in music and games, amongst others.

Keeping up the momentum to provide subscribers with fun and stimulating customer experience, **The Cube** is offering an exciting promotion for subscribers to win prizes worth up to RM300, 000

until **24 June 2015**. These include **gold wafers, Samsung Galaxy smartphones**, the **iPad mini** and **Go-pro cameras**. For more information on the promo, please dial ***888#** or visit **m.thecube.my** via your mobile phone.

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