



**NEWS RELEASE  
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## **CELCOM OFFERS THE BEST PROSPERITY DEALS**

Usher in this Chinese New Year with unarguably the easiest, greatest and biggest deals from Celcom!

**KUALA LUMPUR, 3 FEBRUARY 2016** – With just a week away from the Lunar New Year, Celcom customers stand the exclusive chance to experience **the easiest way** to change to the newest 4G LTE smartphones as often as they like, including a **limited time offer** of **unarguably the greatest** post-paid and prepaid deals!

Moving forward into 2016's Chinese New Year, **Celcom Axiata Berhad, Malaysia's leading data network provider** is offering customers **unarguably the greatest post-paid plan – FiRST Gold**, including the chance to experience the **latest 4G LTE smartphones** through FiRST by Celcom's newest feature - **NewPhone™**, which allows customers to **exchange their 4G LTE smartphones to newer models anytime** and **stay up-to-date** with the **latest technology**.

As Celcom continues to enhance and prosper its customers' experience during **the festive season**, the telco also offers its **limited-time deal** for its prepaid segment – **FATTNET from Xpax**.

**Zalman Aefendy Zainal Abidin, Chief of Sales and Marketing Officer of Celcom Axiata Berhad** said with the rising trend and customer demands to stay abreast with the best plans and the latest 4G LTE smartphones, our new **FiRST Gold plan** now offers **unarguably the greatest plans**, including its all-new feature for all post-paid customers -- **NewPhone™** which will provide **unarguably the easiest way for one to change to the latest 4G LTE smartphones anytime**.

“The all-new limited time only **FiRST Gold plan** now provides **an increased data quota of 10GB monthly** together with **UNLIMITED CALLS and SMS for only RM80**, including **FREE unlimited music** with **Yonder Music for 12 months** and **carry forward unused Internet up to 5GB** per month,” he added.

“Added with **NewPhone™**, the first and only feature that provides **unarguably the easiest way** to experience new **4G LTE smartphones** in the market anytime. This is a tremendous boost to our customers who revel in staying up-to-date with the newer models which come with innovative technology,” he said.

“Starting from as **low as RM55**, **Celcom’s post-paid customers can enjoy** a brand new phone **without having to pay the full price or any upfront charges anymore**. After 12 months, customers can **easily return the phone and exchange** with the latest model without any fee or extra cost. **NewPhone™ also include additional features like Device Protection, no commitment to any plan or contract** and with the **most affordable monthly payments**.

“To top it off, **Celcom’s prosperous Chinese New Year deals offer** a **limited-time offer --FATTNET from Xpax**, which provides an increased **data quota of 8GB monthly** including **FREE 88 minutes for calls and FREE 88 SMS** and **Unlimited Internet Burung Hantu**.”

“Until 29 February 2016, Xpax users who download and activate Yonder Music, will enjoy **unlimited music at zero internet charges**, and also receive an **additional RM10 free credit**. Those who sign up with **FiRST™ or Xpax by Celcom** are also **eligible** to enjoy **Celcom’s Millions of Giveaways** which ends on 15 March 2016.

“Celcom is thrilled to be giving the **best offers** for this festive season and they have been personalised to cater to the ever changing **digital needs** of Malaysians. It goes without saying that these **new and enhanced** plans complement correspondingly to our customers’ usage behaviour, and are powered by the **country’s widest and fastest 4G network**,” he said.

Hurry and be the first to subscribe to unarguably the greatest deal – **FIRST Gold** and grab the latest **4G LTE smartphones in the market with NewPhone™ and enjoy Celcom's Chinese New Year limited time Internet pack-- FATTNET from Xpax**, by visiting the nearest Blue Cube stores and selected Celcom Xclusive Partners. For more information on the packages and price plans, visit [www.celcom.com.my](http://www.celcom.com.my).

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