



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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.

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