



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

XPAX IGNITES YONDER MUSIC LIVE SERIES!

Dato' Siti Nurhaliza & Friends 20th Anniversary concert exclusive for Celcom customers with Yonder Music!

KUALA LUMPUR, 2 MARCH 2016 – Celcom Axiata Berhad – Malaysia's leading data network provider is set to thrill its **Yonder Music subscribers**, which had an explosive growth from **zero to more than 150,000 users** in less than 3-months, with **Xpax** kick-starting the **Yonder Music's Live Series** -- a series of concert-events -- with an **exclusive live** concert **celebrating 20 years of platinum success with Malaysia's biggest star, Dato' Siti Nurhaliza** on **2 April 2016 at Stadium Negara**.

The **Dato' Siti Nurhaliza and Friends concert** is a unique, 'must-see' event that is exclusive for Yonder Music users, and the pop and R&B diva will be accompanied by a band of New York's finest young pop musicians, a full orchestra and feature duet performances by **Malaysian and regional superstars** like **Afgan, Anggun, Cakra Khan, Faizal Tahir, Hafiz Suip** and others.

Zalman Aefendy Zainal Abidin, Chief of Sales and Marketing Officer of Celcom Axiata Berhad said **Xpax** has once again partnered with **Yonder Music** and is proud to bring its subscribers the amazing and riveting performances by **Dato' Siti Nurhaliza & Friends**, **exclusively** to **Xpax customers with Yonder Music**.

"**Xpax** ignites the first series of **Yonder Music's Live Series** and our subscribers will now stand a chance to enjoy the privilege of experiencing it. This is brought to all Celcom customers with Yonder Music, where they can exclusively **win passes** and be a part of this **incredible gig** taking place on 2 April at Stadium Negara," he said.

"Xpax together with Yonder Music is continuing its promise by providing its subscribers with more **exclusive and enhanced experiences** in addition to exceptional access to music app on Celcom's unparalleled and seamless network," he added.

"We are humbled by our association with Dato' Siti Nurhaliza and thankful for the leading role she has played in the successful launch of **Yonder Music** in Malaysia," said **Adam Kidron, Founder and Chief Executive Officer of Yonder Music.A**

"**Dato Siti Nurhaliza & Friends** is both an **expression of our gratitude** and utmost **respect for Dato' Siti's contribution** to the **Malaysian music industry** as one of the nation's **leading artist** over the past two decades. The event itself **marks the beginning of a second chapter**, with an **extraordinary band from New York City, full orchestra** and a constellation of guest stars. It's going to be the brightest of nights," Kidron added.

Celcom customers with Yonder Music can **stand a chance to win passes** to the **Dato' Siti Nurhaliza & Friends** concert with the following steps:

Xpax Customers

1. *Subscribe to any **Monthly Internet pack***
2. *SMS **<ON SITI>** to 28882.*
3. *Activate **Yonder Music***
4. *Tickets category and more info at **www.xpax.com.my***

FiRST Customers

1. *Subscribe to **FIRST Gold Plan***
2. *Type **<ON SITI>** and send to 28882*
3. *Download & activate **Yonder Music***
4. *More info at www.celcom.com.my*

Or

- *Subscribe to **Siti Nurhaliza's 'Call Me Tones'** via **Yonder Music app***

Or

- *Play **Beat it Music Trivia** on www.bigwin.com.my and ensure that you **activate Yonder Music**.*

The appearance of the **sensational songstress, Dato' Siti Nurhaliza**, follows after the recent success of **Yonder Music by Celcom**, an unlimited music app which was made exclusively available only for **Celcom customers** on 19 November 2015.

Yonder Music is **exclusive to Celcom customers only**. Yonder Music is currently available on Android and iOS devices and can be downloaded via Google Play Store and the Apple App Store for free. Yonder Music is a **subscription-free service** that provides its users with advertisement-free access to **millions of songs to download, play and share**.

Yonder Music downloads tracks as customers' stream and automatically follows one program (playlist, chart, album or track) with another creating a radio-like experience that leverages patent pending social discovery algorithms, to build an intelligent Magic Library™ on users' devices. **Celcom customers will not be charged any data while using Yonder Music**.

For more information, visit www.yondermusic.com

-End-