



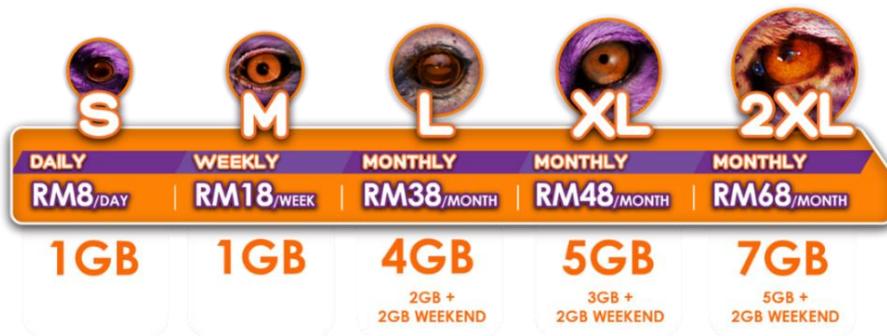
**NEWS RELEASE
FOR IMMEDIATE RELEASE**

THE NEW MAGIC RELOAD BY XPAX TRULY MORE INTERNET AND UNLIMITED CALLS

- *The first prepaid internet reload with **MORE INTERNET** and **UNLIMITED CALLS***
- *Magic Reloads offer a perfect size and plan of choice*
- **FREE unlimited music with Yonder Music**
- *Carry forward unused internet*
- *Internet Burung Hantu*
- *Call-Me-Tone*

KUALA LUMPUR, 28 APRIL 2016 – Introducing **the New Magic Reload** by **Xpax** that offers greater connectivity to its customers and providing greater mobile experience as it offers internet on reloads that comes with unlimited calls, fantastic access to music and terrific value-adds with its perfect sized internet plans which consist of a variety of amounts.

The New Magic Reload allows customers to choose the internet plan best suits their lifestyle. Magic Reload comes with **five** perfect sizes in internet plans ranging from **S, M, L, XL and 2XL** that can be subscribed at any time. The sizes include the **S** size which is the **Daily plan** at **RM8 (1GB)**, the **M** size is the **Weekly plan** at **RM18 (1GB)**, whilst the **Monthly** plans comprise three sizes of **L at RM38 (4GB)**, **XL at RM48 (5GB)** and **2XL at RM68 (7GB)**. In addition to this, **all** Magic Reload come with **unlimited calls to the same network**.



According to **Dato’ Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad**, “This indeed a great plan that we are offering to our customers, among other initiatives that will help increase internet affordability for customers, overall, to support the Government’s call and objective to ensure broadband access and affordability for all.

“The New Magic Reload from Xpax and its great features amplify our leadership in superior network provision and a part of our ongoing effort in ensuring that every level of society stay connected to the **Celcom Ultrafast 4G** territory,” he added.

Meanwhile, **Zalman Aefendy Zainal Abidin, Chief Marketing and Sales Officer of Celcom Axiata Berhad** said the New Magic Reload from Xpax is one comprehensive package that gives customers access to quality internet service and unlimited calls with unbeatable deals from as low as RM8 for anyone.

“This an exceptional prepaid reload for Internet users especially, as there is an immense number of smartphone users who now surf on the go and yet to stay connected on calls. We want our customers to have the **best and seamless experience** for Internet related content such as for their unlimited music, movies, games that are of high value, and those that complement their ever-evolving needs,” Zalman said at the unveiling of New Magic Reload from Xpax today.

Other features from Magic Reload include **FREE unlimited music with Yonder Music, carry forward of unused Internet and** enjoy **Internet Burung Hantu** as add-on at RM5 for 10GB. Furthermore, customers who subscribe to the Monthly Internet Plan XL and 2XL will be delighted with additional calls to other networks of up to **30 minutes and 60 minutes**.

Along with these great new offers, they will still have access to **FREE Basic Internet** for basic messaging services such as **Whatsapp, WeChat and Facebook Messenger**. **Basic Internet also ensures customers are free from any pay-per-use internet charge**. For Magic SIM from Xpax **new** customers, they will get the **best offers in town with FREE Hi-Speed Internet of 200MB** for only **RM10** with **RM6 preloaded airtime** and an incredible **24sen/min** call rate.

The Magic Reload is available at more than 10,000 outlets nationwide. For more information on New Magic Reload from Xpax, please visit www.xpax.com.my



-Ends-