

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

CELCOM TO WOW CUSTOMERS WITH BLUE CUBE WEEKEND!

FREE smartphones rain at Blue Cube and Celcom Centre stores nationwide!

KUALA LUMPUR, 23 November 2016 – Start the year-end holidays with a brand new smartphone as **Celcom Axiata Berhad**, Malaysia's leading data network provider, will rain its Blue Cube and Celcom Centre stores nationwide with **FREE smartphones** and **great discounts of up to 80 per cent on devices** during the **Blue Cube Weekend** when they sign up for Celcom FIRST™ plans starting **25th till 27th November 2016**.

Following the recent launch of the new Celcom FIRST™ plans, which offers the biggest internet allocation and as Celcom continues its 4G network modernisation exercise, the **Blue Cube Weekend** will allow customers to own a brand new smartphone at the best value, so they can leverage and enjoy the best 4G network in the country.

Blue Cube Weekend is Celcom's commitment to its customers in providing the best value on the best network, with not only a variety of **FREE smartphones**, but also **great discounts up to 80 per cent for the latest smartphones**, starting from **as low as RM288** throughout 60 stores nationwide.

Azwan Khan Osman Khan, Deputy Chief Executive Officer, Business Operations, Celcom Axiata Berhad said the **Blue Cube Weekend** is a great way to provide loyal customers the access to upgrade to a new smartphone, while stocks last, when they choose to pair it with new Celcom FIRST™ plans, which are powered by Celcom's 4G network.

"Customer expectations are continuously and speedily evolving. We place our customers' experience and needs as our top priority, and we believe in always providing the best customer service experience," he said.

The free devices are available with new sign-ups for either **Celcom FIRST™ Platinum with 60 GB at RM150** and **FIRST™ Gold Plus with 40GB at RM98**. Existing customers can also enjoy FREE smartphones when they upgrade and add plans to either **Celcom FIRST™ Platinum or FIRST™ Gold Plus plans** during **Blue Cube Weekend**.

FIRST

Lenovo Vibe C **FREE**

NEW Samsung Galaxy J2 Prime **FREE**

NEW ASUS Zenfone Go **FREE**

40GB Internet

RM **98** per month

FIRST

Lenovo Vibe C **FREE**

Samsung Galaxy J1 **FREE**

Samsung Galaxy J3 **FREE**

60GB Internet

NEW

NEW

RM 150 per month

FIRST GOLD PLUS

4G LTE Oppo F1s **FREE**

Samsung Galaxy J2 Prime **FREE**

ASUS Zenfone Go **FREE**

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Customers can expect a lot of fun during the three days at selected Blue Cube and Celcom Centre stores like Blue Cube Sunway Pyramid, Petaling Jaya, Celcom Centre Taman Molek, Johor Bahru, Celcom Centre Ipoh, Celcom Centre Kuantan, Blue Cube Suria Mall, Kota Kinabalu, and Blue Cube Tun Jugah, Kuching, Sarawak, where they can participate in numerous contests, trade-in vouchers and discounts on device accessories. Operating hours for the stores above have also been extended until 10pm.

Hurry and own your devices with Celcom FIRST™ plans now! For more information, please visit www.celcom.com.my.

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