



CELCOM SETS INDUSTRY BENCHMARK BY BEING THE FIRST TO INTRODUCE 3G

Kuala Lumpur, 17 May 2005 - Celcom (Malaysia) Berhad is the country's first mobile operator to launch the next generation of telephony - 3G, offering the widest mobile broadband coverage in Malaysia and providing customers with a variety of products and services designed to enhance mobility in their already mobile lives.

From Johor Bharu to Kuala Lumpur, and all the way to Kulim, with Celcom 3G, customers can look forward to enjoying over 10 different applications, ranging from streaming TV and video on demand, m - women & m - health, innovative 3D Java games, and to up-to-the-minute stock quotes. Be it sports and travel or the latest live news updates, Celcom 3G services offers something for everyone to enjoy.

“Celcom is proud to raise the bar of the mobile communications industry in our country by offering the 3G platform for the benefit of our customers. The launch of this next generation infrastructure ties in directly with our corporate goal to continue offering only the best to our customers,” said Y.Bhg. Tan Sri Dato' Ir Muhammad Radzi Mansor , Chairman of Celcom (Malaysia) Berhad.

“Today, mobility is an essential requirement. The talk is wireless, from infrastructure to hardware. “It's In Your Hands' signifies that we continually strive to enrich your lives, by putting these needs right at your fingertips,” he added.

The Celcom 3G services was officially launched by Y.A.B. Datuk Sri Mohd Najib bin Tun Abdul Razak, the Deputy Prime Minister of Malaysia at the Sunway Lagoon Resort Hotel on 17 May 2005, which coincidentally is also World Telecommunications Day. Among the VIPs who attended the launch was Y.Bhg. Dato' Abdul Wahid Omar, Group Chief Executive Officer of TM; Y.Bhg. Dato' Ramli Abbas, Chief Executive Officer, Celcom (Malaysia) Berhad as well as the management from TM and Celcom and 600 guests.

At the launch event, Y.A.B Datuk Sri Mohd. Najib Tun Abdul Razak had a preview of Celcom's 3G services. Apart from experiencing the various applications offered by 3G such as mobile broadband access and video streaming, the Deputy Prime Minister also spoke with the Chief Minister

of Malacca, Y.A.B Datuk Mohd Ali Bin Mohd Rustam and the Menteri Besar of Johor Bharu Y.A.B. Dato' Haji Abdul Ghani Bin Othman using Celcom's 3G video call. Besides that, Y.Bhg. Tan Sri Dato' Ir Muhammad Radzi Mansor also made a video call via international roaming to Mr. Lai Hook Kian Managing Director/General Manager of Telekom Malaysia (S) Pte Ltd in Singapore, facilitated by M1, one of the leading mobile communications providers in Singapore.

The key improvement of 3G over existing 2G mobile communication services is that it supports faster transmission of information beyond voice. With 3G services, transmission of text, digitized voice, video and multimedia can now be performed at speeds of up to 384 Kbps, moving to 2 Mbps in the very near future.

Other enhancements include a seamless user experience, which means that Celcom is able to deliver the same level of service range, quality, price and ultimately, experience over two different networks - 3G and 2.5G or 2G. In addition, customers can also enjoy mobile broadband service which offers a data rate of up to 2Mbps based on Wideband Code Division Multiple Access (W-CDMA) technology.

Beginning today, the new service will be launched simultaneously in the Klang Valley, Penang, Johor Bahru and Malacca. In addition to the above locations, this service is also made available in Genting Highlands, Kulim Hi-Tech and Sungai Petani.

“The past few months have seen an intense period of preparation to ensure that we are ‘infrastructure ready’ to make this exciting service available to our customers and the market in general. Additionally, we have also put focus into ensuring we are ‘people ready’, and that our customer service representatives and front-line employees are fluent with the services and able to articulate this new mobile experience to our customers,” said Y.Bhg. Tan Sri Dato' Ir Muhammad Radzi.

Celcom postpaid 019 and 013 customers are among the first in Malaysia to enjoy the enhanced user experience and multimedia-rich personalization on their mobile phones. The new 3G infrastructure promises the customer increased efficiency and improved performance of wireless networks.

In conjunction with the launch, Celcom also organised two roadshows at two different venues, specifically the Dome Café at Lot 10 in Kuala Lumpur and City Square in Johor Bahru. The purpose of the roadshows was to showcase the various 3G services Celcom has to offer and to educate the public on the 3G technology.

To subscribe to Celcom's 3G services, customers need to visit the 20 selected key dealers and 22 selected Celcom branches in the Central, Northern and Southern Regions. Currently, Celcom is giving customers the opportunity to register or upgrade their existing SIM cards to the new 3G enabled smart SIM card at a promotional price of RM30.

Customers who subscribe to the 3G service before June 15 will receive 30 minutes worth of free video calls per month for the first two months as well as three months of unlimited browsing.

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