

February 14, 2008

## **STARCOMMS 07028 MOBILE PHONES NOW COST N3, 500**

**Lagos.** Basking in the tremendous success of the 07028 range of mobile numbers Nigeria's largest 3G CDMA Mobile network, Starcomms Limited, has taken a major step towards commemorating one year of the numbers by ensuring that majority of Nigerians enjoy the superior quality of the mobile line by slashing the prices of the product thereby making it more affordable. A Huawei C208 mobile handset now costs N3, 350 with a bonus of N250 airtime card against N6, 000 a few months ago.

This amount represents almost 50-per cent reduction in the price, and will be available to subscribers in all Starcomms coverage cities. It has a warranty of 12 months

Under the new arrangement announced by Mr. Maher Qubain Chief Executive Officer of the company, the discount " is to enable Nigerians make calls at cheaper rates with a high level of voice clarity and unlimited roaming facilities."

Qubain stated that the price slash underlines the determination of Starcomms to play a key role in revolutionizing the telecommunication industry in Nigeria after being granted the unified license by the Nigerian Communications Commission last year.

The unified license gave the company a wide range of telecommunications options including the operation of fixed wireless, fax, data, mobile telephony, long distance, national, international mobile and high speed internet services

The 07028 series operates on the CDMA 2000 (Code Division Multiple Access) platform, and enables subscribers enjoy the roaming mobility that was once the exclusive of GSM (Global System for Mobile Communications) lines.

Among other features, it offers superior voice clarity, flexibility and mobility, enabling subscribers to use their phones in different parts of the country, besides eliminating the challenge of inter-connectivity between GSM and CDMA technologies.

In addition to these price slash, Starcomms is also planning to launch more handsets to provide customers with multiple options that will appeal to various segments of users. The device is coming as a special package to celebrate the 1 million subscriber base mark of Starcomms and is available on the 07028 series.

With this development, including surpassing the one million mark subscription base, Starcomms is set to replicate the feat it achieved with the deployment of its world-class mobile broadband internet access service, a CDMA 2000 1X EV-DO powered technology.

Industry players believe that the present price slash will further put the service provider way ahead of its competitors through increased subscriber base. They are of the opinion that the company will draw motivation from its niche areas of new and robust technologies and systems; innovative and aggressive pricing of mobile phones and tariffs as well as impeccable product and service innovations.

Meanwhile, the new and competitive pricing has been well received by Nigerians as there have been heightened sales in Starcomms coverage areas. It is on the back of such phenomenal development, powered by robust technology, innovative products and services, competitive pricing and quality delivery that has made Starcomms win series of awards in the last couple of years.

Awards won include a double at the Nigeria Telecomm Awards: Telecom Company of the Year and Cross-Over Network of the Year. The company also won a double as IT Company of the Year (Internet Service Provider) and the Communication Company of the Year (Wireless Operator), at the Niger Delta Advancement Awards (NDAA), which the organizers, Bonux Communication, said was in recognition of its excellent performance both within and outside the Niger Delta. This, they said, has bridged the communication gap in the difficult terrain of the area.