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PRESS RELEASE

Starcomms celebrates Nigeria with "50 Good Calls, 50 Good Causes" Independence Promo

To commemorate Nigeria's 50th independence anniversary, the country's leading and innovative telecommunications company, Starcomms Plc has launched a special ground breaking promo tagged "50.50.50.50". The promo, which will last for up to fifty days began on October 1, 2010. And offers 50% cross network bonus, 50 free handsets, support of 50 worthwhile causes and lasts for up to 50 days.

In the promo, every customer of Starcomms Plc that buys and recharges his phone with a minimum airtime voucher of N500 will get a 50 per cent bonus for all calls to all network or international calls. In addition customers buying N100 and N250 recharge will get a 50% on net bonus. The company is also supporting 50 good causes across the country as part of its corporate social responsibility effort in support of Nigeria's 50th Independence anniversary

Chief Commercial Officer of Starcomms, Mr. Tushar Maheshwari disclosed that Starcomms Plc as a truly Nigerian company which values its customers' patronage is excited about the progress the country has made in all spheres of life in the last 50 years. Therefore, the company is celebrating the 50th independence anniversary with its customers by giving them the bonus recharge of 50 per cent, supporting 50 good causes and giving away 50 phones.

Maheshwari however disclosed that the "50% bonus" is not applicable to tele-centre operators noting that Starcomms is giving out the bonus to enable its customers to send goodwill messages to their loved ones during the anniversary period celebration adding that as a company that associates with the joy of its customers, it is prepared to do all to bring smiles to their faces.

It has always been the tradition of Starcomms Plc to celebrate special occasions with its customers. Just recently, the company had the N4 Ramadan promo which enabled Starcomms customers to enjoy generous tariff discount during the Ramadan period. The offer turned out to be a very exciting experience for Starcomms customers as they used the tariff-slash to share warm thoughts during the period.

Maheshwari also explained that as a responsive network, Starcomms understands that the sharing of feelings during a period of celebration is important stressing that it is a period when people think more warmly about each other.

He expressed confidence that the promo will go a long way encouraging people on Starcomms network to bond more during the one month period of the promo. In his words, “this is just part of our numerous ways of making our people happier during the festive period, as a network that speaks their language”.