

AUGUST 6, 2010

PRESS RELEASE

## **STARCOMMS INTRODUCES INSPIRATIONAL SMS, GIVES OUT FREE AIRTIME TO CALL ANY NATIONAL NETWORK**

As part of its sustained effort at adding value to telephony in Nigeria, Starcomms Plc, the country's leading CDMA operator has introduced an inspirational service that will be a motivational guide to its customers while also offering them the opportunity to win fabulous airtime vouchers. Known as *Inspirational SMS*, the service will provide daily quotes that will inspire Starcomms' customers to live a fulfilling life.

To enjoy this service, a customer is expected to text the word *WIN* to a short code 33234 and instantly he/she receives an SMS with a number and inspirational quote. If the number has 9 in it, he/she stands the chance of winning an instant airtime.

The Chief Commercial Officer of Starcomms, Mr. Tushar Maheshwari explained that if the customer receives one inspirational SMS he/she wins N100 worth of airtime, if he/she receives two he/she wins N250, and if he/she receives three he/she wins N500 worth of airtime, while four and five inspirational SMS gives the customer N1000 and N2500 worth of airtime respectively.

He added that the cost of each SMS sent by the customer to the short code is N10 noting that as soon as the SMS gets to Starcomms, the customer will receive together with the quote, the PIN number for the airtime voucher won. To recharge with the airtime, the customer is expected to follow the same process of recharging from a scratch card.

Speaking further on the promo, Maheshwari said that "while the inspirational quotes give our customers the motivational tips to survive the present harsh economic times, the airtime they win would certainly go a long way in helping them save cost in the phone calls they make. With this promo, our customers can now make money to talk with their friends and family members".

"Beyond making it easy for our customers to talk, Starcomms is committed to providing quality, cutting-edge and affordable telecommunications services. The services that we make available to our customers are generally tailored towards making their lives easier and better. It is a commitment that we hold very dear in our relationship with them," he added.

A two time telecom company of the year including the recent winner of the 2009 CDMA Company award given to it for its outstanding performance in the delivery of quality services and value added services, Starcomms has over the years demonstrated its leadership role in the industry. As a result it was adjudged the CDMA of the year 2009 after an online voting process in which all Nigerian customers were invited to participate.