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STARCOMMS INTRODUCES VOICE CHAT SERVICE

In its continued bid to add value to telephony in Nigeria, Starcomms plc, the country's leading CDMA operator has introduced the voice chat service to help its customer foster relationships among other Starcomms subscribers whose personal traits align with theirs. Named Starcomms *Afritalk*, the service will enable customers to relate by voice with people who are not on their phone lists and so extend their span of influence.

To enjoy this service subscriber can dial *3333 and follow the voice prompt to create their profile in their own rich format and get their identity number which would be their number to reach by anyone after the invitation has been accepted by both the Starcomms AfriTalk service subscribers.

Starcomms Afritalk enthusiasts will be able to find friends, based on the criteria they request, who match their profile and their invitation to be able to connect with the new contact on Starcomms network through voice chat. To call their contact on Afritalk, one would need to dial the allocated numeric Afritalk id from their Starcomms phones and continue talking without revealing the real identity.

Speaking about the service, the CEO of Starcomms Mr. Maher Qubain said: "Telephony is a major factor in networking socially. We recognized this fact and launched previously the Starcomms Africhat service connecting people through SMS mode and now have come up with Starcomms Afritalk voice chat service as a way of linking up people with kindred spirit on Starcomms network. It will go a long way in cultivating new relationships on Starcomms that were not pre-existing anywhere."

With Afritalk, Starcomms users will be able to build a list of friends that they can call through the unique Afritalk identity that the friends have without revealing their real phone number. They can send voice messages as well as SMS to their friends through the same channel.

"Apart from the fact that Afritalk widens the scope of our customers' social circle, it is a highly subsidized way of having a conversation on our network. At Starcomms we would always show commitment to everything that our customers hold dear and make it convenient for them," said Tushar Maheshwari, Starcomms Chief Commercial Officer.