

PRESS RELEASE

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STARCOMMS PIONEERS TRACKING SERVICE IN WEST AFRICA

Starcomms has once again scored another first by being Africa's first CDMA operator to introduce location based service to its subscribers. It is also the first telecommunications operator in the West African sub-region to commence the service. Location based services are deployed in most part of the world by many telecommunication companies to help their subscribers identify the whereabouts of their friends, family members etc.

Branded StarTrack, the new service allows Subscribers (Locators) on the Starcomms network to know the whereabouts of their Friends, Family, Team and loved ones via SMS at every point in time. This service will however be enjoyed with the consent of the subscribers being located (Locatees) to allow the locator (registered Starcomms Subscriber) to locate them.

With the aid of StarTrack, subscribers would be able to keep up with their buddies wherever they are – in school, at the club, the cinemas, in the mall or at their office and hook up with them. This service is very useful for families, especially when parents need to know the whereabouts of their wards who may not be far from home. The parents can easily know when they are in their school and ensure their safety and wellbeing without making phone calls or sending SMS to them directly.

To enjoy StarTrack, Subscribers would be required to register for the unique service by sending an SMS in the following format: **REG & name** to 33391, and then add buddies by adding them via SMS in the following format: **ADD & name & Starcomms number** and send it to 33392.

To locate loved ones, subscribers can send in the following SMS: **FIND & name or number** to 33392. This service uses the mobile network locations of the cell sites. The subscriber's location would be indicated as the respective cell site location as in the vicinity of the cell site address with time & date of the Starcomms phone radiating last when the query was sent.

Subscribers can also request for the complete list of those that can be tracked by sending SMS: **LIST** to 33392 while the list of those that can locate a subscriber can be requested for by SMS **WHO** to 33393.

The CEO of Starcomms, Mr. Maher Qubain while commenting on the new Service said: "We at Starcomms are resolved to use our services to continually affect the lives of our subscribers by ensuring that significant value added services are offered them. StarTrack represents this resolve of ours. "

The Chief Commercial Officer of Starcomms Mr. Tushar Maheshwari also said: "We know that subscribers cannot be everywhere all the time. But the need to be in close touch without necessarily interfering in each other's activities makes StarTrack the service of choice. Lovers can catch up with each other without calling; parents can track children without any exchange of voice or SMS. The service is apt for folks always on the go who at the same time want to safeguard their feelings. We speak their language"