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Press Release

STARCOMMS SUBSCRIBERS TO ENJOY, DEDICATE MUSIC ON PHONE

Starcomms Plc has introduced another first of its kind Value added service for the enjoyment of its subscribers, a two-in-one service of Music-on-demand and Music Dedication. These services, tagged "say-it-with-a-song" are available for all Starcomms voice subscribers.

Say-it-with-a-song, an IVR based service enables Starcomms subscribers to listen to the latest Nigerian Hip-Hop, International Hip-Hop, Gospel, Fuji and Juju music of their choice on their Starcomms phone non - stop by dialing a short code ***56060**.

In addition to the subscriber's ability to enjoy their preferred music at any time, Starcomms subscribers would also be able to dedicate these songs to another Starcomms subscriber with their personalized message. While listening to the song, the subscriber can also dedicate the song to his / her loved ones. For this, he/she also has an option of recording a personalized message (up to 60 seconds) in his/her own voice as an accompaniment to the dedicated music. Once it is sent, the target subscriber receives a call from the same short code. At the pick of the call the target Starcomms subscriber gets to listen to the message from the sender first and then the song he/she has dedicated. The recipient of the service receives the dedicated music as a phone call and listens without paying, however, it is the sender that pays for this unique service.

Another great feature of this service is that the subscriber also has the option of saving already picked tracks in an on-net archive called "**MY ALBUM**". This way he/she can personalize his/her music on-net and go directly to "my album" to listen to his/her favorite tracks the next time he/she dials the short code for this service.

Music is a part of life for every Nigerian and for Starcomms subscribers who have taste for good music and find it uncomfortable to move around with large music collections, the Starcomms music on demand is an ideal and affordable way of enjoying their choice music.

Speaking on this novel service, the Chief Commercial Officer of Starcomms, Mr. Tushar Maheshwari said: "This service is one of the efforts of Starcomms at bridging the gap between work and leisure. We want our customers to have access to their favorite music in a more personalized manner without the need for a car radio or MP3 or their stereo sets at home.

He further stated that "The services that we make available to our subscribers are tailored towards making their lives easier and better in general. It is a commitment that we hold very dear in our relationship with them,"

