

*July 13, 2010*

*PRESS RELEASE*

## **STARCOMMS WINS SUPERBRAND AWARD**

Leading telecommunications company, Starcomms Plc., has been awarded a 'Superbrand' status for this year, 2010 by the independent branding arbiter, Superbrands Nigeria Limited, the world's largest and leading arbiter of brands and branding. Starcomms was awarded the superbrand of the year for its outstanding performance in the telecommunications industry.

The multiple awards winning company was declared the winner of the superbrand status for 2010 after an in-depth research was conducted by AC Nielsen, the world's leading market research company on behalf of Superbrands Nigeria Limited.

AC Nielsen conducted a consumer mass market survey and presented the result to the council members of Superbrand and by June 26, 2010 the council had concluded its task of grading and ratification of the premium and B2B brands through which Starcomms emerged winner.

Elated Chief Executive Officer of Starcomms Plc, Mr. Maher Qubain, said that the success of Starcomms as an exceptional brand was as a result of its continuous focus on customer satisfaction stressing that his company has been able to maintain a tradition of ensuring that all of its products and services meet customers' satisfaction.

His words: "The Superbrand award is a tribute to the faith the consumer has in Starcomms and the hard work put in by all our employees to make Starcomms Plc a truly customer centric organization. We will ensure that we continue in our pursuit of bringing the latest and best services to our customers".

The Superbrands award is the latest in the series of awards that the company has received in the past one year. The company was also adjudged the Best CDMA operator of the year 2009 at the last Nigeria Information and Telecommunication Awards (NIITA), while its product izap won the best internet product of the year 2009.

On the international platform, the company was recently honoured with a White Hat award by Spamhaus, the international watcher of internet's spam operations for its effort at fighting spam and internet fraud while at the 6th African Telecoms People Awards, held in Paris France, Starcomms was declared the Best Operator in West Africa.