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PRESS RELEASE

DIRECT ACCESS TO CEO: STARCOMMS BLAZES BUSINESS TRAIL

The move by Starcomms Plc, Nigeria's leading telecommunications company to introduce innovativeness to business practice in the country with a direct access from its customers to the Chief Executive Officer, which it made available to the public, has continued to generate interest among industry minders and the public at large.

The company recently initiated a feedback access direct from subscribers to Mr Maher Qubain, the managing director of the company through an email address: ceo.customercare@starcomms.com. The company in recognition of sundry challenges that telecommunication subscribers face in an attempt to resolve issues on the services they are receiving. Starcomms in addition to the general access to its customer service is aware of the fact that not all customers are satisfied by the efforts of the customer service department. Therefore In cases where challenges are not satisfactorily addressed, all a subscriber needs to do is send a mail to ceo.customercare@starcomms.com and Mr Maher will personally reply him.

The email address has been inundated on a daily basis by emails from subscribers seeking information on issues ranging from Starcomms money-back offer to the data offerings in more cities and other matters about the network's offering in cities where it has established presence.

The money-back promo is one that will help a subscriber who purchases any of Starcomms' Huawei ETS8521 Cordless phones, the Haier D2000 or Huawei C228s.

The Cordless Phone, costing N7,500 at the point of purchase will give 100% money back within a period of six months. The subscriber on buying the phone will get N1000 worth of free Starcomms-to-Starcomms calls every month for six months with the recharge and usage of a minimum N250 airtime. This will give the subscriber free N6,000 on net airtime within the six months. This is in addition to the

free off-line N250 airtime for six months which will give the subscriber N1,500. Within the first six months of activation, the subscriber would have earned back all the initial amount of N7500 paid for the phone only with diligent usage of at least N250 recharge monthly.

Aside this 100 percent money-back, Starcomms subscribers who prefer the Haier D2000 or Huawei C228s for their roaming lines will get N3,000 back over a period of six months with a regular on-net credit of N500 monthly for every N250 usage. The phones cost N4,499 each. This is in addition to the ongoing promo of the bonus free airtime on every recharge of more than N500.

Clarifications on issues like these have been made to all those who care to reach Mr. Qubain through ceo.customercare@starcomms.com.

The head of Starcomms in the data segment of the market also elicited feedbacks from subscribers. Starcomms which has recorded over 500,000 data service subscribers has increased the number of cities where IZAP, its super fast broadband device is available. Apart from Calabar and Ibadan where it is available, the company is already concluding arrangements for IZAP to be launched in Benin and Warri so that broadband subscribers can move in between those cities and use their device for their various businesses.