

**13 September, 2010**

PRESS RELEASE

Starcomms Customers to Enjoy Better Signals As the Company Expands Network

In its continuous bid to give customers better and superior experience, Starcomms Plc has expanded its network by deploying more cell sites on air in diverse locations across the country. This new step will boost the quality of service that customers enjoy on the Starcomms network.

Cell sites are responsible for the transmission of radio waves, to which calls are converted, from one cell phone or data device to another phone or data device on the same network or on other networks. Where there are enough cell sites to cover a wide area, the range of each is set to ensure that there is enough overlap for "handover" to and from others. The size of a site depends on the area of coverage that's needed and the number of calls that are made in that area. Increasing the number of sites implies that Starcomms has the capacity to accept and transmit more number of calls as well as cover a wider geographical range, giving out clearer signals.

With the new network expansion drive, customers of Starcomms can now begin to enjoy the best Quality of Service in places like Lagos, Enugu, Jos, Bauchi, Umuahia and Onitsha where many of the new sites have become operational. This means that call interruptions or "dropped calls" are now reduced

The chief Commercial Officer of Starcomms, Tushar Maheshwari said:

"Telecommunications customers that preferred Starcomms network are increasing in number by the hour. This has put us on our toes. More sites often imply not just better coverage but also a better quality of service. For instance, for us to provide services that will delight customers in areas where mobile phones used on our network are numerous and where there is more demand on us to deliver fast data services we need more sites. That is why in keeping with our commitment to our teeming customers, we began this network expansion project. Our intention is to raise technological bar at all times with the sole purpose of attaining maximum efficiency for our customers all over the country."

Starcomms has in recent times been delighting its customers with various innovations and enhanced services. Recently, before the ongoing network expansion activities of the company, it launched the Internet Protocol Call Centre, a state-of-the art customer service tool for better interactions with its customers.

Starcomms' IPCC comes with a multilingual Interactive Voice Record service (IVR) which offers customers services in five languages: English, Hausa, Yoruba, Igbo and pidgin. This allows Starcomms' voice customers anywhere in the country to have the option of asking questions in any of the languages. Such questions may include balance inquiries, tariff inquiry, tariff charge for roaming customers, dash me credit together with Caller Ring Back Tune (CRBT). The dedicated lines allow customers to directly enter into the self care portal to get the help as they may require.

"We are aware of the need to be proactive in our line of business because we know that technological advancement is most pronounced in it. So as our customers increase, their needs is definitely increasing. So we meet them in their large numbers and at the very point of their needs," said Maheshwari.