

PRESS RELEASE

STARCOMMS INTRODUCES “PAY AS YOU SURF” SERVICE

Internet use and data downloading has become a lot easier as Starcomms Limited, Nigeria's largest CDMA 3G Mobile network, has delivered on its promise to empower Nigerians through consistent provision of customized and innovative telecommunication solutions.

Last week the company introduced a new service known as *Pay As You Surf* which provides subscribers a more flexible and unlimited access to the internet in a most price-friendly manner. The customer just loads a normal recharge card and he will be able to browse and will be billed on per minute basis. That means that the subscriber will only pay for the time he/she has connected to the net.

Essentially, the new service requires the purchase of a data pack which contains the connecting cable, CD and information describing how the subscriber will activate the service in any Starcomms CDMA internet-compliant handset and computer. This service will cost a nominal N1,000 one-off activation fee payment.

With options of N7.40 per minute during peak time and N5.00 per minute during off-peak, the customer surfs at his/her convenience and pays for the exact usage. There are no monthly subscriptions, but the subscriber enjoys unlimited access as long as there is sufficient credit in his account.

To activate the service, all the subscriber needs to do is visit any Starcomms shop, request for Pay As You Surf data service, fill a data subscription form, pay N1,000 activation fee and the service is activated within 24 hours after completing the request.

Mobiles and fixed wireless phone users all top up their Data PAYS Account with a normal recharge card, while for first time activation, the subscriber has to access the IVR dialing *999*. All subsequent recharges can be done by simply following the instructions behind the Starcomms recharge card.

In addition, a *Pay As You Surf* subscriber can share the same credit account for voice and data. The subscriber can surf the internet or make voice calls as long as there is sufficient credit in the account, and the subscriber can keep using the service by simply topping the account when low by loading a recharge card.

Starcomms' Commercial Director, Mr. Prakash Pantham, who confirmed the development, said it was borne out of the need to give subscribers different options on accessing the internet, adding that it is a demonstration of the firm's expertise in maximizing new technologies to meet customers' needs.

'It is the endeavor of the company to constantly innovate and introduce services and products to cater to each segment of the market. This innovative service will bring the internet much closer to the common man, allowing easy and affordable access to the world-wide web.'

He added that the new service, one of many to be introduced, is in partial fulfillment of Starcomms' promise to build a solid network for voice and data to cater for the needs of its existing and potential subscribers.

Commercially launched in 1990, Starcomms has invested heavily in new technologies over the years and to improve the quality of its products. Its deployment of its world-class mobile broadband internet access service, which is a CDMA 2000 1X EV-DO powered technology, has exponentially taken the company to its current position of almost 600,000 customers in Lagos, Kano, Maiduguri, Port-Harcourt and Ibadan, with five other cities on queue to join the network soon.

The CDMA 2000 1X EV-DO powered technology, which is the first deployment of its kind in West Africa, provides wireless access to the Internet at speeds of 400-800kbps

The company, which created a niche for itself by offering advanced wireless digital services and top quality customer-focused communication solutions, made history in December 2003 with introduction of its Intelligent Network technology, the next generation of wireless services with capacity to accommodate a large number of subscribers and enables businesses to operate their own Virtual Private Networks (VPN), a private secure network which enables the subscriber to define his/her own communications preferences.

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