

EXCITEMENT AS STARCOMMS SUBSCRIBER BASE HITS 2M

Starcomms Plc, Nigeria's 4th Largest operator and market leader in "triple-play" services including mobile voice, fixed wireless voice and mobile broadband data products, first Nigerian telecommunications company to be listed on the Nigerian Stock Exchange, first to deploy Ev-Do Rev. 0 in West Africa and 1st to deploy Ev-Do Rev. A in Nigeria; first to cross 1 million subscriber mark [one of only 5 CDMA operators in Africa], has announced that its subscriber base has exceeded two million as at Friday 24th October' 2008, another first amongst all of the CDMA operators in Nigeria.

This achievement, according to the Chief Executive Officer, Mr. Maher Qubain, represents the highest growth period for the company which celebrated the attainment of 1 million subscribers early this year and juxtaposed with the 1.55 million subscribers as at the end of June 2008. The award of the Unified License in Aug'2006 enabled Starcomms to expand her product offerings and provide a full range of telecommunication services, including fixed wireless, mobile, broadband and International Gateway services. Starcomms continued its growth strategy by aggressive geographic expansion, offering innovative product & services and deploying a fully IP-centric Next Generation Network platform.

Qubain added, the tremendous growth in the subscriber base over the past 18 months was facilitated by the introduction of the 07028 and 07029 mobile series branded "Call of Freedom".

Qubain also said that Starcomms, which has always adopted "Best & First" strategy, continues to execute on that strategy by now being the first to cross the 2million subscriber mark in Nigeria. Starcomms was the first to deploy Innovative and exclusive products and services to the market like dual mode mobile world phones, EpiValley data cards & modems, first to brand the telecentersegment by offering the 'Smart Center' product, 'izap' superfast Mobile Broadband Data Access Service, first to offer 'iBOOST' internet accelerator for its data subscribers. What makes this milestone particularly outstanding, is that he declared during the NSE listing of the company on 14th July 2008 that it will reach the two million mark before the end of fiscal 2008.

The overall objective, according to Qubain, is to ensure that the spread of ICT services lead by Starcomms changes livelihoods, empowers capacity-building, and enables economic growth for all Nigerians.

"Whilst the telecommunications sector in Nigeria experienced exponential growth over the last six years, there remain substantial opportunities over the next few years. The potential for business growth and economic opportunities remains exciting; Starcomms is determined to continue the leadership role in building a dynamic and globally competitive ICT business in Nigeria," Qubain said

Currently Starcomms is present in over 20 major cities and 65 towns, work is in progress to provide network coverage in 20 States, 31 major cities and 140 towns by the end of the fourth quarter of 2008. Major towns and cities where the network currently operates include Lagos, Abuja, Ibadan, Kano, Maiduguri, Port Harcourt, Abeokuta, Ijebu Ode and Shagamu. Others are Onitsha, Aba, Asaba, Kaduna, Benin, Rano, Zaria, Warri, Otta, Uyo, Calabar while Owerri, Oyo, Ogbomosho, Sapele, Ilorin, Newi, Umuahia, Enugu, Awka, among others are been under testing & integration.

We have been planning for this day for over three years because we firmly believed in Nigeria and our strong participation as leader in the sector; we are set to match our pedigree in the business. We are excited to pull this through," said Starcomms' Marketing Director, Mr. Manoj Vashisht.

According to him, the attainment of the 2 million subscriber base mark yet another first from Starcomms in the industry has been made possible by the strategic move by the company to introduce variety of devices & services which are suitable for the varying segments that exist in Nigerian market and the positive response we received from the subscribers and shareowners.

Starcomms will continue to execute on her strategy to continue bringing world class innovative products & services, best in class customer service and provide value to all shareowners.