



PRESS RELEASE

For Immediate Release

ZANTEL OFFERS FULLY CONNECTED BLACKBERRY FOR TSH 490,000

Dar es Salaam, February 09, 2011: Zantel, the most innovative mobile company in Tanzania today introduced a once in a lifetime offer on its Blackberry services. The new offer and the only one in the market is offering a brand new Blackberry Curve™ 8520 Smartphone for only TSH 490,000 and get 6 months internet subscription free.

Brian Karokola, Zantel Ag. Marketing Director explaining the offer said Zantel came up with the offer is to increase Blackberry usage among Tanzanians. *“Zantel is known for being an innovative brand and we came up with this Blackberry offer first and foremost to let people know that Zantel offers quality and affordable Blackberry services. We also want to increase uptake of Blackberry services among Tanzanians as it has a lot of benefits and is a good tool of work and learning.”*

The Blackberry Curve™ 8520 Smartphone has very good features that enables a customer communicate effectively and stay in touch always through email, instant messaging via Blackberry messaging and social networking on Facebook, Twitter, Youtube, Flickr and many more. The phones other features include being slim with a simplified design and has a 2.0mp camera with expandable memory capability.

“This one of its kind Blackberry offer available in the market to date and is available countrywide in all Zantel shops and Customer Care points. The offer is open to all members of the public who need to communicate while on the move such as business owners, the employed as well as students.” illustrated Mr. Karokola.

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For more information contact:

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About ZANTEL:

The Z story is one of investment, one of innovation, one of potential award-winning customer service. But, above all, it is one of growth and the ability to deliver the tremendous benefits of mobile communications in Tanzania. With roots going back to 1999, Zanzibar Telecom Ltd. became a joint venture between The Government of Zanzibar – 18% Emirates Telecommunications Corporation (ETISALAT) – 65% and Meeco International 17%.