



PRESS RELEASE

Immediate Release

ZANTEL MAKES MILLIONAIRES IN 84 DAYS

Dar es Salaam, Wednesday May 12, 2011: Zantel, the fastest growing and most innovative telecom company in Tanzania today, has launched a Mega SMS promotion aptly called “**ZARI**” that will give all Zantel customers a chance to win TSH 1 million a day for the next 84 days, TSH 1 million every week for next 12 weeks and TSH 10 Million to be given out as the grand prize, starting from today. A total of TSH 160 million will be given away as cash prizes to winners.

Speaking during the launch event, Brian Karokola, Ag. Zantel Marketing Director explained that the essence of the promotion is to reward Zantel customers for their loyalty to Zantel with the cash prizes that will come in handy in their day to day activities. *“We are known for being generous to our customers and through this promotion we will once again put lots of smiles on the faces of Zantel customers. Everyone stands a chance to win a prize from Zantel as we are giving out cash prizes and proving latest and affordable technology with laptops with a whole year connectivity and Blackberry phones with 6 months internet connectivity.*

There will be daily draws to pick TSH 1 million winners, weekly draws to pick 1 customer with the highest scores and points that week winning TSH 1 million, a weekly draw to pick a winner of a laptop with 13 months internet connection. The draw to pick winners of Blackberry phones will be done once after every 2 days. In total there will be 12 laptops and 45 Blackberry phones up for grabs. In the grand draw there is TSH 10 million for 10 winners each receiving TSH 1 million and 3 Blackberry phones.

There are also instant prizes of airtime to be won daily for 50 customers with the highest number of points each getting TSH 5,000 worth of airtime.

To participate in the Hamisi ma SMS promotion a customer simply needs to send the word '**ZARI**' to the short code **15587** and will be charged TSH 540 VAT inclusive. Thereafter they will receive simple questions relating to various topics in the news and general knowledge with multiple choices that they need to answer to earn points and be entered into that day's draw. The more questions a subscriber answers the more points they accumulate and the more chances they stand to win.

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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%.