



## **PRESS RELEASE**

*For Immediate Release*

### **FIRST OF ITS KIND APP STORE LAUNCHED IN TANZANIA**

**Dar es Salaam, July 2011:** Etisalat has partnered with Smartphone Company EMS to develop a new Mobile Application Store for Blackberry customers. Launching initially in Tanzania where Etisalat operates under the name of Zantel, the move is a first for Sub Saharan Africa.

The Zantel Blackberry App Store will give customers access to a wide range of content including entertainment, games, Instant Messaging, social networking, news, weather and working tools such as word/ calendar etc.

Group Chief Marketing Officer for Etisalat, Mr. Essa Al Haddad, said Zantel was well known in the Tanzanian market for providing innovative products and services.

"Innovation is of prime importance when we select and develop strategic partnerships – the EMS relationship is a great example of this," Mr. Haddad said.

"We will be encouraging young Tanzanian developers to design mobile applications that are exciting and engaging for our African customers.

"By sharing with them the latest in software development tools will can help grow local talent and provide new commercial opportunities for them."

Zantel Chief Commercial Officer, My Norman Moyo said the Tanzanian and wider African market had a growing demand for BlackBerry applications.

"It's never been easier to develop applications for BlackBerry smartphones, and we look forward to seeing the rich catalogue of personal and business apps continue to grow," Mr Moyo said.

EMS CEO, Mr. Babar Khan, reinforced the partnership's potential to innovate and grow the Sub Saharan African market, and at the same time provide customers far greater choice and personal customization.

“This will be a rich content experience for BlackBerry users. The portal will enable them browse for the apps and ringtones of their choice and download Tanzania-specific content such as the latest relevant news from trusted African publishers,” Mr. Khan said.

To access the service customers need to click on the link: [www.zantel.com/zantelapps](http://www.zantel.com/zantelapps) directly from their Blackberry device. The Zantel Blackberry Application Store will then automatically install on the Smartphone.

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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%.

**About Etisalat**

Strong commitment to excellence and innovation has seen Etisalat become one of the world's fastest-growing telecom groups, rapidly expanding across Asia and Africa. Its UAE operations, strategically located at the crossroads of East and West, enables Etisalat to be the major hub in the Middle East for Internet, voice, broadcast, roaming and corporate data services.

Etisalat has been recognised as 'Best Operator' 10 times since 2006 and 'Best Wholesaler Provider' four times in the last three years. Servicing over 135 million customers in 18 countries Etisalat continues to reach out to new customers and markets.