



PRESS RELEASE

For Immediate Release

ZANTEL LAUNCHES NEW YOUTH LIFESTYLE PRODUCT

Dar es Salaam, Wednesday June 29, 2011: Zantel, the fastest growing and most innovative brand today launched a first of its kind youth product called ***Epiq Nation*** that will offer calls, internet, SMS and value added services. *Epiq Nation* loosely means 'something larger-than-life' and is a lifestyle value product tailor made for the youths.

Epiq Nation is a daily subscription service and a customer will enjoy free 15 minutes to call Zantel to Zantel, thereafter call for only 10 cents (TSH 0.1) per second, as well as get 300 SMS, free mobile (GPRS) internet browsing, free 50 MMS, a ringback tone. All these benefits for a daily subscription fee of TSH 500. *Epiq Nation* is the most competitive youth product in the market today in terms of value and affordability and it is aimed at attracting many new customers to the Zantel network.

Norman Moyo, Zantel Chief Commercial Officer officiating at the launch said Zantel is moving away from the price wars and is focusing on value based products that fit into today's lifestyle. *"Zantel brand is associated with innovation as is evident with our wide product portfolio, quality service and customer experience. Epiq Nation is the new addition with a concept that focuses wholly on the lifestyle of the customer to enable them save money from their daily expenses leaving them with enough to communicate with their family and friends. We are bringing a revolution in the telecom industry where our message is it is no longer about making calls but it is all about a lifestyle."* Elaborated Mr. Moyo.

A Zantel customer subscribing to this offer automatically becomes part of *Epiq Nation* and can access a full range of deals which support them in their day to day lives. *Epiq Nation* will also move to supporting youth in education, entertainment, transport, food, clothing and much more.

Zantel has partnered with Mobilera, a leading Customer Relationship Management (CRM) based mobile marketing and advertising company, to bring to life the *Epiq Nation* club and make the experience worthwhile for its members. Coming on board with a wealth of experience in marketing youth products while boosting of partnership with popular brands such as Samsung, *Epiq Nation* is bound to be *'the talk of town'* among Zantel customers and the public at large.

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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 Mobilera Holding B.V.

Mobilera is a global leading company, providing services to telecom operators and brands, thanks to its expertise and skillset in segmented telecom community marketing, mobile marketing & advertising, web solutions, social media and digital-out-of-home. With its unique and innovative proposition, Mobilera has designed and managed loyalty community clubs for telecom operators in various countries mostly in EMEA region, covering more than 25 million subscribers to date.

Mobilera has also been implementing countless of interactive projects for many Fortune500 Brands and quickly became the clear choice for these top global advertisers such as; Unilever, Kraft Foods, Coca-Cola, P&G, Carrefour, Nike, BlackBerry, Microsoft and Ford. As a current & active member of MMA EMEA (Mobile Marketing Association), Mobilera had been selected to the board of directors for 4 consecutive years (in 2007/2008/2009/2010), by more than 700 member companies' votes from around the world. In 2010, Mobilera has been listed amongst the "World's 10 biggest and best mobile marketing companies" by internationally recognized industry blog "mobiThinking.com", where authorities from; Mobile Marketing Association (MMA), Ogilvy One, eMarketer, Millennial Media, Jumptap, Wireless Watch, Amobee, Foxnews, Internet Advertising Bureau (IAB), The Mobile Data Association (MDA), Mobile Marketing Magazine, MobiEnthusiast and Google were asked to vote for. As a testament to its leadership, Mobilera has won numerous awards from highly respected organizations such as GSMA (2011/Global Mobile Awards), MMA (2009, 2010/Global Awards), IAB (2010/Mixx Awards) and so on. Mobilera constantly contributes to the evolution of mobile and digital marketing industries more than a decade and stays at the forefront of innovation, creativity, technology, where consumer expectations are in the core of its propositions.