



## ZANTEL INTRODUCES HIGHLIFE CARD

**Dar es Salaam, May 19, 2010:** Zantel today launched the much anticipated Highlife Card as part the final piece of its lifestyle value package for her high value customers. The **Highlife** Value package is a subscription based offering that is made up of 3 attributes, Voice, Data (internet) and a loyalty program that rewards customers for their usage on voice. This package offers a flat rate of TSH 3 per second WORLDWIDE with key 25 International Countries

Highlife package is a classy package tailor made to cater the customer experience on the communication needs and wants, introducing the Highlife Card will complete and enhance this experience.

Brian Karokola, Zantel Ag. Marketing Director commented: *"The Highlife value package was a first for Tanzania as it offers value for money and today we are introducing the Highlife card that is set to continue to offer the premium Highlife experience our customers are used accustomed to. We have now delivered on our promise of a good customer experience; simply join the Highlife family today to enjoy it."*

To ensure Highlife customers get the value for money we have partnered with several service providers such as hotels, restaurants, clothing stores, salons and spas as well as entertainment spots where they get discounts ranging between 5%-20%. Some of the partners include: Woolworths stores, The Double Tree Hotel, Kibo Palace Hotel in Arusha, Java Lounge, Mbalamwezi Beach Resort, Club Bilicanas, Club Maisha, Spurs, The Touch Spas and Thai Village restaurant.

*"We recognize and appreciate the confidence our partners have with us with their support we will ensure our Highlife customers get value for money. We are also adding more partners offering other valuable services like airlines, fuel stations, shopping malls and supermarkets countrywide."* added Mr. Karokola.

As a way of thanking our customers for their loyalty and support, the **Highlife** value package recognizes and rewards subscribers for their spend. For every TSH 1,000 a **Highlife** customer spends at any time (or accumulated over a period of time), they will earn points that be redeemed for various prizes ranging from airtime, internet access, high-end phones like Blackberry as well as internet modems. Highlife customers also earn 20 points for joining the package and an additional 25 points yearly for staying on the service.

**-ENDS-**

**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%.