



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**CELCOM AND MAPCU JOIN FORCES TO INTRODUCE  
NEW CASH REWARDS PROGRAMME FOR STUDENTS**

***UCSI Recital Hall, 13 October 2005*** – Celcom (Malaysia) Berhad has partnered with the Malaysian Association of Private Colleges and Universities (MAPCU) to introduce a new initiative called the Celcom-MAPCU Cash Rewards.

Through this collaboration, Celcom will offer RM1.5 million in cash rewards for MAPCU students, and in turn, become the official telco of MAPCU.

To commemorate the launch of the programme, a signing ceremony was undertaken between Celcom and MAPCU. Y.M. Tengku Dato' Shamsul Bahrin, President of MAPCU signed on behalf of MAPCU and YBhg, Dato' Shazalli Ramly, Celcom's Chief Executive Officer, signed on behalf of Celcom.

Commenting on the objectives of this event and partnership, Dato' Shazalli Ramly, Chief Executive Officer of Celcom (Malaysia) Berhad, informed the gathering, "This programme will serve as a motivational tool for students by rewarding them with Cash Rewards towards their educational endeavours. With this collaboration, Celcom will also have the opportunity to further enrich the lives of the students and to equip them for the mobile lifestyle."

Via this Cash Rewards programme, MAPCU students will enjoy special privileges such as workshops and events with hip and happening professionals as well as exciting new rates and services.

"By tying up with MAPCU, we aim to build a stronger relationship with the youth market. We will use this avenue to help us build and develop more services specific to the youth and their lifestyles.

"This is the first collaboration that MAPCU has ventured upon with such an established commercial organisation like CELCOM. We are happy that the CELCOM-MAPCU Cash Rewards Programme will go a long way to activate positive student extra curricular activities while at the same time help to ease their financial burden. MAPCU would like to thank CELCOM for their generous offer", said Y.M Tengku Shamsul Bahrin, the President of MAPCU.

To be eligible for the cash rewards programme, the students need to fulfil the following criteria:

- Must be a Celcom customer
- Meet the required academic standards
- Active in co-curricular activities
- Submit an essay

The registration for the cash rewards will begin during the first semester for 2006.

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#### **About Celcom (Malaysia) Berhad**

Celcom (Malaysia) Berhad is now the country's most experienced and premier mobile cellular telecommunications company with 6.14 million customers. It currently has the most comprehensive network coverage covering 96% of the populated areas in the country. Celcom offers international roaming service in more than 90 countries over almost 200 networks worldwide. It currently offers mobile telephony services in Malaysia for postpaid and prepaid products under the 019 and 013 access codes. For more information on Celcom, log on to [www.celcom.com.my](http://www.celcom.com.my)

#### **For further enquiries, please contact:**

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