



**NEWS RELEASE
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**CELCOM SUPPORTS THE MALAYSIAN FILM INDUSTRY
VIA SPONSORSHIP OF SUMOLAH!,
AFDLIN SHAUKI'S LATEST MOVIE**

KUALA LUMPUR, 9 MAY 2006 – Celcom (Malaysia) Berhad is lending its support to the Malaysian cinematic industry by becoming the official presenter of Malaysia's most anticipated movie of 2006, *Sumolah!*.

The director and lead actor for *Sumolah!* is none other than Malaysia's well-known, versatile entertainer, Afdlin Shauki. The movie, which will begin production soon, will be shot in three languages and with locations in two countries, thereon lending a cross-cultural appeal that stands to make this film a truly Malaysian product.

The team behind the movie are negotiating for possibly staging *Sumolah!*'s international premiere in Tokyo, Japan.

Commenting on Celcom's stand to back this new movie, Dato' Shazalli Ramly, Chief Executive Officer of Celcom (Malaysia) Berhad said, "As the official presenter for the movie, Celcom believes this talented cast will definitely breathe life, humour, and of course, entertainment into the artfully-crafted script."

"We want to show our support to the local arts and in turn, change people's perception that Malaysian-made films do have quality and substance. *Sumolah!* is a film that showcases some of the finest actors

and talents in the industry today, so I have no doubt that it will be a success among movie-goers,” Dato’ Shazalli said.

Celcom, the first mobile telecommunications provider in the world to provide terrestrial TV content to customers via 3G technology, will be enriching its 3G customers by providing plenty of exclusive content from the movie.

Through this alliance with *Sumolah!*, Celcom will be hoping to provide the trailer for the movie straight into customers’ mobile phones as well as downloadable content such as wallpapers, Java games and ring tones. Once the movie is completed, Celcom hopes for a world’s first, wherein Celcom’s customers can watch the movie through their mobile phones via Celcom 3G.

“In the past few months, we have also been aggressive in expanding into the Chinese market via the introduction of Chinese Power Icons such as JJ Lin and Wang Lee Hom. However, we’ll continue with our efforts to maintain our strength in the Malay market, and our involvement in this film is one way of doing so,” Dato’ Shazalli added.

The cast of *Sumolah!* comprises of an interesting mix of well-known international and Malaysian stars, from Afdlin Shauki, Patrick Teoh, Erra Fazira, Radhi Khalid, Awie, Intira Charoenpura, Osamu Yayama, Akihiko Watanabe, Gavin Yap, Azean Irdawaty, Terry Galliot to even Gurmit Singh, who is known to many as ‘Phua Chu Kang’.

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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 more than 7 million customers. It currently

has the widest network coverage covering 97% of the populated areas in the country. We were the first to launch the 3G service in Malaysia and have the widest GPRS and 3G coverage in the country.

Celcom also offers international roaming service in more than 110 countries over almost 250 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 <http://www.celcom.com.my>

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