



## **PRESS RELEASE**

*For Immediate Release*

### **HAMISI MA SMS BACK WITH A BANG IN ZANZIBAR**

**Zanzibar, Wednesday, February 09, 2011:** Zantel's Hamisi ma SMS promotion is back in Zanzibar and customers now stand a chance to win fantastic prizes simply by recharging their phones. This new promotion enables Zantel customers in Unguja and Pemba Islands to participate in daily, weekly and monthly draws.

To qualify for daily draws Zantel subscribers in Zanzibar have to recharge with a minimum of TSH 1,000 worth of airtime per day. Every recharge of TSH 1,000 is equivalent to 10 points which are the minimum entry points to the daily draw whereby lucky subscribers stand a chance to win instant prizes.

Zantel Zanzibar General Manager Nahaat Mahfoudh speaking to the media in Zanzibar said that the essence of the promotion is to reward Zantel customers in Zanzibar for their support and loyalty to Zantel. *"Zantel is known for being generous to our customers and with the second phase of Hamisi ma SMS promotion we are giving back to society by empowering them socially and economically. This time round Hamisi will be giving out bicycles, Vespas and Suzuki Carry mini trucks popularly known as Vibajaji."*

The more a customer recharges the more points they accumulate that are entered into daily, weekly and monthly draws. There will be daily draws to pick a winner of 1 bicycle, a weekly draw to pick a winner of 1 Vespa and a grand draw every 2 weeks (biweekly) to pick a winner of 1 Suzuki Carry truck.

Zantel is also running a bonus on recharge promotion, Pata Zaidi that gives bonus airtime to its customers every time they recharge. *“The customer is going to get double the value for every recharge of TSH 1,000 and more as they will earn points to participate in the Hamisi ma SMS promotion at the same time earn their bonus airtime that they can use to communicate with family, friends and business associates. We promised to give you more value and we are keeping to our promise.”* added Mr. Mahfoudh.

To complement the Hamisi ma SMS promotion, Mzuka Kamili has reduced its daily charges to TSH 200 from TSH 500 and a customer will now be get 200 FREE SMS instead of 100 and make free calls Zantel to Zantel daily between 10:30pm and 6:59am.

**-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%.