



PRESS RELEASE

Immediate Release

PATA ZAIDI OFFER BACK BIGGER AND BETTER

Dar es Salaam, Friday 21, 2011: Zantel, famous for value based promotions, has reintroduced its ***Pata Zaidi*** (bonus on recharge) offer that gives bonus airtime to our customers every time they recharge. Pata Zaidi offer is back bigger and better with more voucher denominations and increase in bonus of up to 50%. This is one of the ways we facilitate pleasurable experience for our customers by enabling them stay in touch with the friends, families and associates in ways that are exciting.

Pata Zaidi offer will enable Zantel customers earn bonus airtime on recharge of their phones on all its voucher denominations – TSH 500 (5%), TSH 1,000 (5%), TSH 2,000 (10%), TSH 5,000 (20%), TSH 10,000 (20%), TSH 20,000 (20%), TSH 30,000 (20%), TSH 45,000 (20%) and TSH 50,000 (50%). The free minutes can only be used to make Zantel – Zantel (on-net) calls as well as send text messages to any network.

Nitish Malik, Zantel Commercial Officer while introducing the new offer said “*Pata Zaidi offer’ is back due to popular demand and this time bigger and better with bonus airtime of up to 50%. The Pata Zaidi will afford new and existing customers the opportunity to share lovely and exciting moments with their friends, family and associate without any inhibitions. With more airtime, you are at liberty to communicate any time anywhere.*”

Pata Zaidi offer is available to all Zantel prepaid customers and does not affect the tariff plan a customer is on but it is simply a bonus airtime linked to recharge of voucher denominations from TSH 500 to TSH 50,000.

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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%.