



## **PRESS RELEASE**

*For Immediate Release*

### **ZANTEL INTRODUCES UMOJA TARIFF**

**Dar es Salaam, March 22, 2011:** Zantel, today launched a new tariff called Umoja Tariff that is set to be the talk of the market making Zantel the most affordable and innovative network. With Umoja Tariff a Zantel customer based in Dar es Salaam and Zanzibar will from today make calls to other networks for only TSH 2.50/sec compared to other network's TSH 3/sec making Umoja Tariff the most competitive in the market to date. Customers will at the same time make Zantel to Zantel calls for only TSH 0.25/sec (quarter shilling) daily between 11pm and 8am.

Brian Karokola Zantel A/g. Marketing Director talking about Umoja Tariff said *"Zantel is known for being an innovative brand associated with value based propositions that cater for all market segments. We know our people love to talk and we are simply offering what they which are value to allow them talk longer for less."* Umoja tariff is for customers based in Dar es Salaam and Zanzibar only.

Last week Zantel launched another competitive offer for its customers in mainland Tanzania known as Twanga Zaidi that allows Zantel customers to call for TSH 0.25/sec Zantel to Zantel all the time and to other networks for only TSH 1.99/sec. Twanga Zaidi is an enhancement of the previous Twanga Kote Kote flat tariff whereby customers made calls to all networks for TSH1.99/sec all the time.

*"We are a network that places the needs of our customers first and we responding to their call for value and with these new tariffs our customers are assured of making calls any time of day and night affordably and without restriction. Join the Zantel family to experience value."* Concluded Mr. Karokola.

Zantel has mastered the art of market segmentation by coming up with value based proposition suitable for each segment in relation to their demographic classification. Zantel is a one stop shop for communications needs of everyone from all walks of life.

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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%.