



Zantel partners with TransferTo for International Airtime Transfer

Tanzanians living abroad can now send prepaid top-ups to Zantel customers

Dar es Salaam, July 19, 2011: Zantel today has launched a new airtime transfer service that will enable its prepaid customers to receive airtime from relatives and friends living abroad. This is another first for Zantel, known for our innovative services that are customer centered, catering for all communications needs. In conjunction with TransferTo, a global airtime payment center that interconnects mobile operators' prepaid systems and available in over 40 countries worldwide, Zantel customers will now be able to recharge their phones using multiple channels such as phone to phone, web to phone and Point of Sale (POS) to phone.

Brian Karokola, Zantel Ag. Marketing Director said this new service will *"Through this innovative service Zantel once more demonstrates its commitment to delivering services by responding to its customers' needs and expectations. It is a convenient and affordable airtime transfer service that is easy to use anytime anywhere and working with TransferTo gives Zantel instant access to the global network of airtime sending partners worldwide."*

Eric Barbier, TransferTo CEO, said the partnership with Zantel adds great value to the TransferTo Global Airtime Remittance Hub making it possible for more Tanzanians to be able to receive the gift of airtime from their loved ones living abroad. *"All prepaid airtime transfers to Zantel customers are performed in real time, are very convenient and available through various channels: at Point of Sale locations, online or simply via SMS. Whether the sender is residing in the UK, in the Gulf region, the USA, Canada or other countries, any Tanzanian living in these countries will be able to top-up the prepaid phone of their loved ones in Tanzania."*

This international airtime transfer service makes it easy for Zantel to extend its airtime distribution beyond Tanzania borders, enabling their Tanzanians living abroad to recharge the prepaid phones of their loved ones back home or to recharge their prepaid phones while roaming.

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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%.

About TRANSFERTO

TransferTo is a global airtime remittance hub that interconnects mobile operators' prepaid systems. TransferTo enables small value transfers through mobile phone. With this solution, migrants can send mobile credit from their mobile phones or through retailers, banks or money transfer companies to their friends and relatives back home. It is a fast, reliable and convenient solution for international mobile top-ups, the ideal low cost, high value complement to cash remittances. With over 100 migration corridors in 5 continents fully covered, TransferTo is the leader in international airtime remittances. TransferTo, an Ingenico Company. Ingenico (Euronext FR 0000125346 - ING) is the leading worldwide provider of payment solutions. For more information, please visit the following website: <http://www.transfer-to.com>