

Maxis TV first to offer Made-for-Mobile TV Channel and Mobisodes in Malaysia

Kuala Lumpur, 04 December 2007 – Maxis Communications Berhad (Maxis) has linked up with India's Hungama Mobile and Singapore's MediaCorp Studios Pte Ltd (MediaCorp) to introduce Malaysia's first made-for-mobile TV content on Maxis TV.

The collaboration broadens the Maxis TV content offering to customers by including the 24-hour made-for-mobile channel *Bollywood Express*, and on-demand mobile episodes (mobisodes) to the current programme line-up. Made-for-mobile TV programmes are custom-produced for small screen mobile viewing.

Over 120,000 unique customers have enjoyed Maxis TV services since its launch in November 2006. To meet our customers' infotainment needs, we have always kept Maxis TV programming compelling for customers with the right mix of programmes and channel ensemble. Now by adding made-for-mobile content, we are giving customers another dimension to mobile TV viewing, said Maxis Head of Product Development and Infotainment, Kugan Thirunavakarasu.

We are confident that our line-up of these popular mobisodes and the *Bollywood Express* channel will be well-received by our Maxis TV subscribers, he continued.

Bollywood Express is a 24-hour channel that features the latest entertainment news from India's entertainment hub Bollywood. The channel also carries music videos, interviews with stars, various celebrity events, gossip and fashions trends. Maxis customers are the first in the Asian region to be able to access this channel on their mobiles.

Hungama Mobile Managing Director and CEO Neeraj Roy said, We are delighted to be associated with Maxis to bring the best of Bollywood to Maxis TV. Today, Bollywood productions are viewed in 127 countries across the world and dubbed in 35 languages. The growing economic and cultural proximity between Malaysia and India certainly calls for a comprehensive 24-hour made-for-mobile *Bollywood Express* channel on the Maxis 3G network. We, at Hungama Mobile, are excited to bring alive the passion of Bollywood to the fourth screen in Malaysia.

In addition Maxis TV has also introduced mobisodes produced by MediaCorp. Customers can now watch popular Singaporean mobisodes, *P.S.....I Luv You*, *Fantasy Animation*, and *Gotcha*, on their Maxis 3G phones. Each of these mobisodes is between two to four minutes long.

MediaCorp TV content has already established a huge following across many territories. And with our production expertise, we have forayed into mobile content production and have produced over 700 three-minute titles in both English and Chinese for various genres. Today, we are happy that our mobile content has travelled beyond Singapore and can now be accessed on Maxis' mobile TV portal, said

Doreen Neo, MediaCorp Studios Senior Vice President of Chinese Entertainment Productions and Studios Business Division.

With most Malaysian TV viewers already familiar with our dramas, variety programmes and sitcoms, we are confident that our mobile content will be enjoyed as much as our TV content, +Neo added.

Presently, these made-for-mobile TV content are exclusively available to Hotlink and Maxis subscribers. Customers will be able to stream all these made-for-mobile content on their 3G phones. Maxis will soon have the service available for customers on GPRS/EDGE-enabled phones as well.

Bollywood Express is priced at RM8 per month or RM1 per day; while mobisodes are priced at RM1 per two or three-minute video clip. Customers can visit Maxis WAP portal on their mobile phones for viewing or go to the Maxis website, www.maxis.com.my, for more information.

About The Maxis Group

Named Asian Mobile Operator of the Year 2007, the Maxis Group currently operates in three key Asian markets . Malaysia, India and Indonesia . with a 5,000-strong workforce collectively serving over 14 million customers and offering a comprehensive range of communications services, including mobile and fixed line telecommunications, valued-added data and content services, wireless and fixed line broadband services and international gateway services.

In Malaysia, Maxis Communications Berhad (Maxis) is the country's premier mobile telecommunications operator, with the lead in post-paid and pre-paid (Hotlink) subscriber base. The Maxis Group operates in India through subsidiary Aircel Limited and in Indonesia through PT Natrindo Telepon Seluler.

Since it began operations in 1995, Maxis has won numerous awards. Most recently, Maxis was named Malaysia's Most Admired Company by the *Asia Wall Street Journal* in 2006. In June 2007, leading regional industry journal *Asian Mobile News* named Maxis as Asian Mobile Operator of the Year and Malaysian Mobile Operator of the Year, due to its clear demonstration of leadership in business performance, brand value, sustained service excellence, network quality and product innovation, further reinforcing the Maxis Group's mission to be a Regional Communications Leader of Choice.

For more information, please visit www.maxis.com.my

Issued by Maxis Communications Berhad ("Maxis")

Media Contact:

Gowri Mohanadas
Media Relations Unit
Level 18, Menara Maxis
Kuala Lumpur City Centre
50088 Kuala Lumpur, Malaysia
Mobile: +6017 3000 267
Fax: +603 2330 0345
mgowri@maxis.com.my