

## Press Release

### **PurpleTeal presents comprehensive set of mobile Health services now in Sri Lanka with Dialog**

**Colombo, Sri Lanka, \_\_October, 2015:** PurpleTeal, the world leader in mhealth service, introduces a comprehensive set of novel health tip services for: Healthy Living (LiveWell©), Weight Loss (LoseWeight©), Smoking Cessation (QuitSmoke©), Stress Management (BeCALM©), Heart Health (Health Heart©), Women's Health (Healthy Woman©), Diabetes Prevention (Prevent Diabetes©), Diabetes Management (Manage Diabetes©), Pregnancy (Pregnancy Tips©) and Cancer Prevention (Prevent Cancer©). Subscribers can access these services by visiting [www.allapps.lk](http://www.allapps.lk) or by dialing #881# and selecting from the menu. Subscription charges are a nominal Rs. 1 per tip/day.

Powered by PurpleTeal, these services serves more than a million people in 15 countries, and well over a Billion tips have been served in ten different languages. In Sri Lanka, these tips will be offered in English.

Mr. Anthony Rodrigo, Chief Information Officer for Dialog Axiata PLC says: "The mobile phone is an ideal tool to offer information and build greater health-awareness, improved health and quality of life. We are happy to partner Purpleteal who will infuse their global expertise and the wealth of knowledge they possess on health care to Sri Lankans island wide. This initiative is supported by the Ideamart Partner Engagement Programme of Dialog, which enables internationally renowned entities such as PurpleTeal to connect with Dialog's 10 million-plus customers seamlessly. Mobile applications can be built anytime, anywhere and we can provide the platform to monetize them. We look forward to growing an informed and healthy society together with PurpleTeal.

"PurpleTeal is excited to go live with this first-of-a-kind service from Dialog." says Narayanan Ram, CEO of PurpleTeal, "Dialog is the leader in Sri Lanka, going live with groundbreaking technology to improve the health of mobile phone users."

#### **About Dialog:**

Dialog Axiata PLC, a subsidiary of Axiata Group Berhad (Axiata), operates Sri Lanka's largest and fastest growing mobile telecommunications network. Dialog has been at the forefront of innovation in the mobile industry in Sri Lanka since the late 90's, propelling the nation's mobile telephony infrastructure to a level of advancement on par with the developed world.

Dialog, a winner of two World Awards at the GSMA Mobile World Congress in 2015, has the distinction of being voted by Sri Lankan Consumers as the Telecom Service Provider of the Year for four years in succession at the SLIM-Nielsen People's Choice Awards. Dialog has topped Sri Lanka's

Corporate Accountability rankings for the past 5 years in succession and is an ISO 9001 certified company. Dialog is also one of the largest listed companies on the Colombo Stock Exchange in terms of market capitalization. Dialog is also Sri Lanka's largest Foreign Direct Investor (FDI) with investments totalling over USD 1.7 billion.

Dialog delivers advanced mobile telephony and high speed mobile broadband services to a subscriber base in excess of 10 Million Sri Lankans, via 2.5G and 3G/3.5G and 4G networks. Dialog Axiata supplements its market leading position in the Mobile Telecommunications sector with a robust footprint and market presence in Sri Lanka's Fixed Telecommunications and Digital Television markets through its fully-owned subsidiaries Dialog Broadband Networks (Private) Ltd (DBN) and Dialog Television (Private) Ltd., (DTV).

**About PurpleTeal:**

PurpleTeal, Inc. is based in Fremont, California, USA, with a wholly-owned Sri Lanka subsidiary called PurpleTeal Lanka Pvt Ltd. PurpleTeal's vision is to improve the quality of life of individuals by helping them do a better job of taking care of their health. They offer mobile health services that engage individuals by informing, alerting and motivating them with daily tips on various health topics.

Website: <http://www.purpleteal.com>