



PurpleTeal launches health tips services for Indosat Ooredoo subscribers in Indonesia

Jakarta, Nov 05, 2015: PurpleTeal launches health tips services for Indosat Ooredoo subscribers. The services include daily tips for weight-loss (LoseWeight©), general health (LiveWell©) and Stress Management (BeCALM©), and are available in English and Bahasa for a nominal subscription fee of IDR 1300 per day.

This is the initial launch of services from PurpleTeal. The plan is to launch additional services in the weeks and months ahead. Indonesia has a large population of more than 260 million people and interest in health and wellness is booming. These services will tap into the unmet demand for information about health matters.

Subscribers will learn about these services through promotional SMS messages which will also provide instructions to avail of these services. In addition, banner ads will be placed on selected wap sites.

About Indosat Ooredoo:

Indosat Ooredoo is Indonesia's leading digital telco, enabling access and greater connectivity for everybody and every business. Focusing on human growth, Indosat Ooredoo aspires to enrich the lives of Indonesians in the digital world and proactively offer solutions to fulfill their needs. The company has about 70 million mobile customers. Indosat Ooredoo was recognized in the Most Innovative Company of the Year category in the 2015 Asia Pacific Stevie Awards.