

Press Release

UniverCell Launches MOBILE QUIT SMOKE ALERT

Another Novel mobile service from UniverCell to help you or a loved one to quit smoking

Chennai, 8th January 2010: UniverCell, the leading mobile retailer is announcing another new personalized mobile based service from PurpleTeal to help cell phone users quit smoking. UniverCell has always been at the forefront of offering value-added services to its mobile customers. UniverCell is the first mobile retailer in India to go live with this service.

Mobiles are pervasive in India, people are always carrying them, and they are quite comfortable using SMS. Cigarette-smoking is also pervasive in India – more than 30 percent in the 20 to 60 age group are smokers. While this is so, many smokers are trying to quit because of: (a) increasing bans on Smoking in Public Places, (b) making a New Year Resolution or something similar, (c) experiencing some ill effects of smoking, (d) seeing ill-effects of second-hand smoke on Children, (e) getting pressure from Spouse, Employer or Doctor, and so on.

It takes significant motivation to quit smoking, but even for motivated people, it is difficult without some day to day hand-holding and encouragement. This is where PurpleTeal's QuitSmoke program comes in...

The unique 8-week QuitSmoke program is based on established psychological and behavioural change models and embeds the principles of awareness, preparation, planning, action and repetition in order to delink the smoking behaviour from triggering events. The program sends timely SMS messages - hints, tips, alerts and information to help smokers stay focused on quitting. For the cost of a few packs of cigarettes, QuitSmoke spends the first two weeks in preparing smokers to quit by giving them simple activities to do, and sets a Quit Date after which smoking is not allowed. After this date, QuitSmoke sends daily messages on how to deal with cravings, urges and withdrawal symptoms, as well as tips and hints to avoid triggers and remain smoke-free.

UniverCell believes in the power of mobile to hand-hold people towards better overall health.

Mr. Sathish Babu, MD of UniverCell says, *“This service will enable our customers to quit smoking and improve their health by helping them develop regular smoking-avoidance habits. It will hand hold them through SMS on a day to day basis and provide very useful tips to help them stay off cigarettes. We see great benefits to our customers in terms of improved health and quality of life. We also see a great opportunity to help people become more involved in helping loved ones quit.”*

“PurpleTeal is excited to go live with another breakthrough service” says Narayanan Ram, CEO of PurpleTeal, *“UniverCell was the first cell phone retailer in India to go live with our LiveWell service last year, and is once again at the forefront of offering ground-breaking value-added services to improve the health of mobile users.”* he added.

About UniverCell – The Mobile Expert:

UniverCell now is synonymous with mobile retailing in India with 220 showrooms in the country and is presently on an aggressive expansion spree. UniverCell is a synergy of mobiles, aesthetics and techno-digital hands on experience. Today as a brand UniverCell stand for Trust and Service.

Starting from scratch, the organization has grown to become a 100 million dollar company with more than 1300 employees and many thousands being benefited as associates. The Mobile Expert definition encompasses everything related to telecommunication including handsets, activation, accessories and value added services (VAS).The vision is to be in the space of MOBILES, MUSIC, MOVIES & MALLS meaning the horizon of communication and entertainment. UniverCell is also offering DTH and Data Cards of all brands. UniverCell is the one stop shop for your communication needs.

About PurpleTeal -

PurpleTeal Technologies India Pvt. Ltd. is a health services company based in Chennai, and is a subsidiary of PurpleTeal, Inc. of Fremont, California, USA. Their vision is to improve quality of care by helping people improve their medical adherence. PurpleTeal provides an automated, personalized solution to engage individuals on a day-to-day basis and prompt them with timely messages and reminders to help them improve their health and manage any medical conditions they may have. The service is delivered through cell phones as well as email and internet and is being used by hospitals, clinics, insurance companies, financial institutions, retailers, wireless operators and others. Following the launch of the LiveWell service in July, 2009, PurpleTeal easily exceeded the benchmark of serving more than one million messages per month, in November, 2009 and is poised for explosive growth.