

Press Release

du expands Health Text programme portfolio with launch of LiveWell[®] and LoseWeight[®]

Dubai, UAE, 7 April 2011: Coinciding with World Health Day, du today announced further progress in its efforts to promote healthy living with the launch of two new initiatives LiveWell[®] and LoseWeight[®]. The new programmes will fall under Health Text – du’s bouquet of SMS text based services that provide tips, suggestions, factoids and advice for leading a better and healthy lifestyle. These programmes will be available from 12 April, with the active support of the Ministry of Health, and will be an opportunity for our customers to receive and use information designed to lead healthier lives.

These successfully follow the recently launched QuitSmoke[®] - where customers get text messages and tips that motivate and prompt them to perform day to day actions that help them quit smoking. LiveWell and LoseWeight services are being provided in association with PurpleTeal, Inc., a US based health services provider, and are aimed to encourage du customers to live healthy lifestyles and achieve that ever elusive goal of keeping those extra pounds off at just AED 1 per day.

The LoseWeight[®] programme, covering a 8-week period, sends suggestions and instructions on dealing with food cravings, urges and withdrawal to help subscribers stick to their goal of losing weight. LiveWell[®], however, is a perpetual and continuous programme, and sends hints and tips via SMS, encouraging subscribers to take action to maintain and improve their health and physical condition.

“With rising healthcare costs and scarce resources, people do not always go for recommended checkups or maintain productive health habits such as exercise, watching their diet or following up on useful medical information. Studies show that people perform less than 50% of these actions overall, leaving many missed opportunities to improve their wellbeing and often resulting in unwanted conditions. Our two unique new services LiveWell and LoseWeight will help subscribers diligently and conscientiously monitor their health resulting in an increased quality of life,” said Hala Badri, EVP Brand and Communications, du.

“We are proud to be part of these two new du initiatives that is set to truly make a difference in people’s lives. Our mission is to improve 'quality of life' by hand-holding individuals to perform

prescribed or recommended health activities, and we got a fantastic partner in du to help accomplish it “said Narayanan Ram, CEO of PurpleTeal.

Customers can subscribe/unsubscribe to any of the “Health Text” services by doing the following:

To subscribe to LiveWell – Type SUB LWL and send to 5544

To unsubscribe to LiveWell - Type UNSUB LWL and send to 5544

To subscribe to LoseWeight – Type SUB LWT and send to 5544

To unsubscribe to LoseWeight - Type UNSUB LWT and send to 5544

To subscribe to QuitSmoke – Type SUB QS and send to 5544

To unsubscribe to QuitSmoke - Type UNSUB QS and send to 5544

Once activated, the LoseWeight programme will continue for 8 weeks. The LiveWell programme is a perpetual and continuous initiative that will deliver relevant and current information to discerning customers. The duration of the QuitSmoke programme is 8 weeks. All initiatives have a fee of AED1 per day deducted by from the customer’s Pay as you Go® credit or debited in postpaid customers’ bills.

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