

Press Release

du seeks to promote better living with Health Text service beginning with QuitSmoke

Get automated tips and suggestions to help quit smoking

Dubai, UAE, X March 2011: Addressing some of the most common but chronic health issues prevalent in the UAE, du today announced the launch of Health Text service, a bouquet of SMS text based service that will provide tips, suggestions, factoids and advice for leading a better and healthy lifestyle. The very first initiative is QuitSmoke - for customers to get text messages and tips that motivate and prompt them to perform day to day actions that will help them quit smoking. This service is being provided in association with PurpleTeal, Inc., a US based health services provider.

The service is available in both English and Arabic language. du mobile customers can subscribe to QuitSmoke service by simply texting "QS" ("QSA" for Arabic) to 5544, once subscribed customers start receiving three QuiteSmoke tips per day. For a small fraction of the cost of a pack of cigarettes, (only AED1 per day), subscribers can get assistance to help them stop smoking and develop long term smoking avoidance habits. QuitSmoke is eight week programme and can be renewed in additional eight-week periods.

"People in general are becoming increasingly conscious of health and wellness, and as a telecom service provider we can leverage our network - the fastest network in the region, and our growing customer base of over 4 million, to act as an interface between those who have health-related needs and health care providers – in order to promote healthy living. We have plans to further enlarge the scope of such health initiatives, which we will announce in due course,"said Farid Faraidooni, Chief Commercial Officer, du.

This service and its contents are approved by the Ministry of Health, UAE and they are happy with the scientific content of these messages and believe that it will help people to live a healthier life.

“PurpleTeal is delighted to go live with this groundbreaking service for du customers.” added Narayanan Ram, CEO of PurpleTeal. “du has taken the lead in bringing this novel service to its customers. We look forward to helping their customers quit smoking.”

du is working on introducing a set of healthy living service offerings under Health Text to the market that will be using the latest technology and ensure its alignment with critical national health priorities and emerging customer needs. du is working closely with the Ministry of Health and other health departments and will continue to provide services and solutions that help in the overall improvement of health and wellness in the UAE.

The unique QuitSmoke service embeds the principles of awareness, preparation, action and repetition in order to delink smoking from triggering events. The service sends daily SMS messages with hints, tips, information and alerts to help smokers stay focused on quitting, and on dealing with cravings, urges and withdrawal symptoms, as well as tips and hints to avoid triggers and remain smoke-free.

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About du

du, the integrated telecom service provider in the UAE, launched mobile telecommunication services in February 2007 across the UAE, in addition to internet and pay TV services that du provides in some of the free zones of Dubai. Call Select, du's nationwide fixed line services for voice telephony, was launched in July 2007. By the end of 3rd quarter of 2010, over 4 million people in the UAE had chosen to become du mobile customers.

Among du's many firsts is its historic Number Booking Campaign for both individuals and business, Pay by the Second billing system, Mobile TV, Mobile Payments, first of its kind 'WoW' recharge card (which offers customers the choice between 'more credit', 'more time' and now the 'more international' recharge option with additional credit on international calls) and Self Care.

For business customers, du business offers include Closed Business User Group and preferred International Destinations. du Broadcast Services division brings scalable media technology platforms and telecommunication solutions to the broadcast community through its world-class teleport (Samacom) and Master Control Room (MCR) facilities.

du products and services for consumers and business are available through du's retail network, currently numbering 37 du shops located in strategic locations across the UAE, including the recently opened flagship store located in the heart of Abu Dhabi. In addition, customers can access du products and services at more than 3000 authorised dealers or through the du e-shop, accessible at <http://shop.du.ae> du shops are a one-stop-shop for mobile service, carrier select and the payment of service bills.

du is 39.5 per cent owned by the UAE Federal Government, 19.75 per cent by Mubadala Development Company, 19.5 per cent by Emirates Communications & Technology Company LLC and the remaining stake by public shareholders. It is listed on the Dubai Financial Market (DFM) and trades under the name du.

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About PurpleTeal:

PurpleTeal, Inc. of Fremont, California, USA is a health services company. Their vision is to improve quality of life of individuals by helping them do a better job of taking care of their health. Their mission is to automate a personalized service that will engage individuals by informing, alerting , motivating and prompting them with timely messages and reminders to take proper health actions. The smoking cessation service is one of several health improvement services that are delivered through mobile phones as well as email and internet.

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