



Press Release

du seeks to promote healthy living on World No Tobacco Day with Health Text service Quit Smoke

Receive automated tips and suggestions to help quit smoking

Dubai, UAE, 31 May 2011 – Countries around the globe mark World No Tobacco Day today (May 31st) with the aim of encouraging people to improve their health and well being, and ultimately quit smoking. For people in the UAE who wish to stop smoking du recently launched Quit Smoke, as part of its Health Text service - a bouquet of SMS text based service that provides tips, suggestions, factoids and advice for leading a better and healthy lifestyle. Quit Smoke, which has been well received by customers since its launch, provides text messages and tips that motivate and prompt them to perform day to day actions that will help them quit smoking. 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.

The service is available in both English and Arabic language. du mobile customers can subscribe to Quit Smoke service by simply texting "QS" ("QSA" for Arabic) to 5544. Once subscribed, customers start receiving three Quit Smoke 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. Quit Smoke is eight week programme and can be renewed in additional eight-week periods.

"I recently started the Quit Smoke 8 week programme and have found the tips extremely helpful in my journey to quit smoking, especially dealing with the cravings and urges one feels when they first give up smoking," commented one Quit Smoke subscriber.

"World No Tobacco Day provides people with an opportunity to kick start their quest to stop smoking, and we hope to help in that process with our Quit Smoke service. 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 our health conscious customers and their chosen health care providers – and thus promote healthy living,” said Farid Faraidooni, Chief Commercial Officer, du.

“I am happy to say that I am no longer a smoker. With the help of du’s Quit Smoke programme I managed to stay focused and learn to avoid triggers that urge me to smoke. Quit Smoke is an excellent service that helped me on a daily basis so I could kick this terrible habit, and all for the cost of less than a pack of cigarettes,” commented another Quit Smoke customer.

Quit Smoke is part of du’s Health Text service, one of the pillars of its Smart Health strategic mobile health initiative to connect customers and the healthcare ecosystem through innovative services, smart networks and technology. Available in the UAE, the Health Text service - in association with PurpleTeal Inc., a US based health services and content provider, is a bouquet of SMS text based tips, suggestions, factoids and advice for leading a better and healthy lifestyle. Besides Quit Smoke, du mobile customers can now also subscribe to services like Live Well and Lose Weight - and receive text messages that inform, motivate and prompt them to lead healthier lives. Two additional products have been launched recently; Her Health and Pregnant Tips, which are designed to deliver relevant information on women’s health related areas and aid expectant mothers in having a safe and comfortable pregnancy.

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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 2008, over 3 million people in the UAE chose to become du 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 ‘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 33 du shops located in strategic locations across the UAE, more than 3000 authorized dealers Or through du e-shop, accessible at <http://www.du.ae/en/where-to-buy/eshop.html>. du shops are a one-stop shop for mobile service, carrier select and the payment of the service bills.

du is 39.5 percent owned by the UAE Federal Government, 19.75 percent by Mubadala Development Company, 19.5 percent 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.

Awards to date

- du presented with an award for Best Middle Eastern Local Currency Deal 2008 by UK's EuroWeek
- du won two prestigious awards at UAE Web Awards 2008. du e-shop portal won the best strategic online portal award in the e-commerce category and du media club website won the bronze award in the media and press category.
- du corporate brand launch campaign awarded a Cristal MENA award in 2008
- du declared 'Best Brand' at Telecoms World Awards Middle East 2007 for innovative branding and outstanding brand success
- Second place in the New Brand Launch category at the GMR Effectiveness in Marketing Awards 2007
- Silver Award for the best website in the ICT category at the UAE Web Awards 2007
- du WoW TV Commercial awarded amongst the best 50 TV commercials in mobile telecom category in the world for 2007

For further information, please contact:

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