



PRESS RELEASE

Etisalat takes Blackberry services to everyone.

Keeping in line with the promise of 'Blackberry for everyone', Etisalat has opened Sri Lanka's 1st ever Etisalat Blackberry Care Centre. Conveniently located on 196, Highlevel Road, Colombo 6, this inaugural 'Blackberry Care Centre.', offers a host of Blackberry and other Etisalat services. Be it exclusive Blackberry services such as E-mail configuration, Applications configuration, Push service books, Software upgrades, Software installation, Backing-up / Restoration or be it general Etisalat services such as post pay and pre-paid connections and bill payments, the Blackberry Care Centre offers it all. The centre also displays a wide range of Blackberry phones and accessories for you to choose from, making it a 'one stop shop' for all your Etisalat products and services.

The opening of this centre is significant for Etisalat's expansion into the post-pay business, as it continues to offer the best post pay packages. As it stands, Etisalat has over 2000 payment centres island wide, keeping in mind the greater convenience of their valued customer.

The centre was officially opened by the Etisalat Chief Sales Officer, Mr Sanjeeva Samarasinghe and members of the Etisalat Management. At the occasion Mr. Samarasinghe said, " This is another 1st in Sri Lanka by Etisalat and we are proud to be the 'avant garde' in taking the Blackberry to everyone. We at Etisalat believe in providing solid customer care and the Etisalat Blackberry Care Centre will serve that promise." Etisalat Marketing Manager Mr Gamika De Silva added, "The centre is located in the hub of activity which is accessible to many of our valued customers. While this is the 1st such Etisalat Blackberry Care Centre, we hope to expand this unique service to make it accessible and available to everyone."

As one of the leading mobile operators in Sri Lanka, Etisalat continues to discover new horizons and explore new possibilities in the domain. Offering a variety of Value Added Services, Sales Offerings, Affinity Packages and other services, they stand atop of the ladder in innovation, quality and customer service. Having passed an impressive 3 million subscribers in a record time since its launch, Etisalat remains dedicated to increasing its subscriber base and taking the company into greater heights.