

# Tigo a Star with Sirasa Dancing Stars

Tigo ties up with Dancing Stars to produce the 1<sup>st</sup> ever Dancing Star movie. Featuring season one dancing stars, the movie hopes to be talk of the town alongside Tigo's star performance.

Step to the beat and into the movies as Tigo gives its customers the 1<sup>st</sup> and exclusive choice to view and download Dancing Star content:

1. Call a tunes (ringing tones) - 60 sec
2. Mp3/ true / mono/poly downloads - all these can be used as mobile ring tones - 60 sec
3. Wall papers
4. Animations themes

The movie revolves around a story of how the stars were groomed and their journey to becoming dancing stars. It's simply lifestyles and Tigo is the life style brand expressing itself to all walks of life. The movie premieres on the 12<sup>th</sup> of February 2009 and will be screened across the country in over 35 cinema halls.

With the audio CD launch which took place on the 28<sup>th</sup> of January 2009,

Tigo as the principle sponsor was presented with 10,000 CDs. This benefit is extended to every new Tigo



customer who stands a chance to win 7500 CDs from the 28<sup>th</sup> of January to the 28<sup>th</sup> of February 2009. An existing Tigo customer could also be a lucky winner of 2500 CDs with every Dancing Star song download also during this period. So don't miss out on this star opportunity, to become a lucky winner as this offer is exclusive available to only Tigo customers. What's more only Tigo customers will also have the exclusive rights to download 12

songs from the movie. "We value our customers and making them happy is our absolute priority" commented CEO Mr. Dumindra Ratnayaka.

"Tigo is excited to be a part of this new venture; constantly giving our customers more and more innovative value added services" said Mr. Ratnayaka. "We are popular, young, hip, vibrant and lively with a professional edge and we speak the language of our customers. The secret to our success is due to understanding our customer's wants better" concluded Mr. Ratnayaka.

Tigo Sri Lanka is a subsidiary of Millicom International Cellular S.A, a global telecommunications group with mobile telephony operations in 16 countries in Asia, Latin America and Africa. It also operates cable and broadband businesses in five countries in Central America. The Group's mobile operations have a combined population under license of approximately 291 million people.