

June 22, 2012

FOR IMMEDIATE RELEASE

Cell C Launches New BlackBerry Service Plans

New and affordable offers provide more choice and flexibility for Cell C customers

South Africa – Cell C today announced two new BlackBerry® service plans to give customers more choice of data plans tailored to their needs and pockets. The BlackBerry® Social and BlackBerry® Social and Email plans are designed to suit the different requirements of Cell C customers, whether it's for instant messaging, social networking, browsing, email, apps or all of the above.

For customers looking to stay connected on social networks, the BlackBerry Social Plan is only R27 per month (incl. VAT)*. It enables Cell C customers to easily stay connected on Facebook®, Twitter® and other social networks. Customers also get access to BBM™ (BlackBerry® Messenger), one BlackBerry® Email account (username@cellc.blackberry.com <<mailto:username@cellc.blackberry.com>>), and Internet access. The plan also allows customers to search, discover and download mobile apps for their BlackBerry® smartphone on BlackBerry App World™.

The BlackBerry Social and Email Plan, at R37 per month (incl. VAT)*, is designed for Internet access, email and social connectivity. In addition to the benefits included in the BlackBerry Social Plan, it also includes access to one third party email account (e.g. Yahoo, Hotmail or Gmail).

Customers can also still make use of the existing BlackBerry® Internet Service plan at R57,00 per month (incl. VAT)*. BlackBerry Internet Service gives customers unlimited access to BlackBerry data services from their BlackBerry smartphones. This includes access to the Internet, BBM, social networking sites, BlackBerry App World and up to 10 supported corporate and personal email accounts (including most popular ISP email accounts such as, Yahoo! Mail and Google Mail).

“We have made it our business to offer the best deals at competitive prices; this is just another great offering for Cell C customers,” says Karin Fourie, Cell C's Executive Head of Communications. “We are excited to make the BlackBerry experience even more accessible. These new flexible plans will provide our customers with access to everything they need - without paying for anything they don't require.”

The new, affordable BlackBerry service plans are available to customers today. Customers can opt into either service plan via USSD code *147# or via a customer service agent.

*Prepaid and Top Up customers can activate the new BlackBerry service plans on a once off/non-recurring service or a monthly recurring service, which will be valid for 30 days. Postpaid customers can only subscribe as a monthly recurring service. If a subscriber wishes to terminate the service prior to the 30 days expiration date, they will lose all the benefits with immediate effect.

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About Cell C

Cell C (Pty) Ltd is one of four mobile network operators in South Africa. It offers products and services, including voice, Internet and voicemail services, to more than 9 million

customers. Cell C's Dual Band GM 900/1800 MHz network is capable of handling, data and Multimedia communications such as video messaging or MMS. The company is committed to delivering to subscribers a full range of GSM services, based on the key principles of affordability, accessibility and value for money. Cell C continues to invest significantly in its 3G and 2G networks, expanding its coverage on a daily basis and providing high-speed Internet connectivity using HSPA+ technologies.

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