



News Release

Thursday, 25 April 2013

uMAX

uMAX launches excellent value monthly and flexi Broadband options.

Broadband Internet service provider uMAX launched two extremely competitive products this morning, which will re-shape what the market expects from their providers. For an unbelievable \$75 per month, uMAX customers will get 20GB per month and free wireless access modem if they opt for the monthlyMAX. Alternatively customers can choose flexiMAX, the pay-as-you-go option, with peak and off-peak rates and top-ups from \$10 a month.

To really understand how good these offers are, you need to understand just how much fun you could have with 20GB. With that amount of data every month you could do:

- 280 000 typical emails or
- Over 1 million Facebook uploads or
- 100 hours of video Skype (think of the money you could save on phone calls!) or
- 40 000 Google page results

uMAX has a clever and fun infographic on their website that shows potential customers exactly what they could get with their monthly data, for those of you who get confused by MB and GB.

Throwing in the modem for free means that no-one has an excuse to resist moving to this offer. The only condition is that new customers need to sign up for 12 months.

The smaller user might opt for flexiMAX, the pay as you go option with initial activation credit of \$75. Thereafter customers can credit their accounts with any amount, the minimum being \$10. The account is drawn down upon based on customer's Internet usage. The best part is the introduction of peak and off-peak rates - \$0.02/MB and \$0.01/MB respectively. Anyone signing up for this option will have to purchase either an indoor or outdoor wireless modem, depending on their location and proximity to uMAX base stations.

All service packages offer the standard uMAX features of 1Mbps download speed and a 24 hour customer call centre to answer any queries, day or night.

uMAX has over 100 locations (MAX mini-stores, authorised resellers, CABS branches, recharge points and easy...way2pay! outlets) where customers can buy their monthly or flexi recharge vouchers, as well as the option to pay online through v-Payments.

uMAX appears to have captured the public's imagination with their personal service and lovable blue giraffe MAX. A recent customer survey conducted by an independent research company showed that over 75% of current uMAX customers would recommend the service to a friend or colleague.

At the recent Ngoma Awards - the advertising industry awards for brand management and activation - uMAX swept the boards winning the Multichoice sponsored award for Campaign of the year 2012, winning best Brand Activation, Best Website, Best Social Media, as well as a runner up in the Best Animation Category, together with their advertising agency DDH&M and digital media agency C2 Media.

Contact for more information: Rumbidzayi Mazhetese

Email: Rumbidzayi.Mazhetese@dandemutande.co.zw

Telephone: +263 4 791675-8