

Cell One to launch Summer Hits CD

Cell One has again demonstrated its commitment to doing things differently by producing the 'first of its kind' Summer Hits CD featuring various artists. The CD is a unique compilation of top Namibian artists who have chosen to work together and Cell One is proud to be the first corporate citizen to participate in this exciting venture.

This CD will be marketed to support charity work in the country. The production of the CD provided an exciting platform for Cell One to work with local artists and put together a quality product for Namibian music lovers. The CD entitled Namibian Summer Hits 2008 will be sold for N\$99 and will be available at Cell One Shops, Musica and selected retailers.

At a media launch held in Windhoek on 21 November 2007, the CEO of Cell One, Lars Christian Luel announced the compilation of the Namibian Summer Hits CD, describing it as a 'must have' this festive season. "This CD features top Namibian hits packed in a single compilation and that is what I describe as real value for money."

He further said that Cell One recognises the need for a special focus on equipping and empowering young people in society and is therefore considering innovative ways of involving young Namibians in projects that would boost their participation in gainful economic activities.

He added: "The production of the Namibian Summer Hits CD is just one of several initiatives that we thought would help nurture the talents of Namibian artists whose potential has not yet been fully exploited for their own benefit. In a country where unemployment is rife particularly among young people, it is just appropriate that the youth be given an opportunity to make a living through the utilization of their talent" he concluded.ends



CEO of Cell One, Lars Christian Iuel, Rejoice itembu and Marketing Manager, Ivar Talmoen

Issued by and queries to: Rejoice Itembu

Corporate Communications

Cell One

E-mail: rejoice.itembu@cellone.com.na

Cellphone: 08555 10 290