

Cell One rolls out to the coast

Having launched less than 3 months ago in Windhoek, Cell One is pleased to announce that their Walvis Bay and Swakopmund stores will open on Friday 01 June 2007. This coincides with their network rollout in both these towns, as well as Henties Bay.

This rollout falls in line with Cell One's rollout strategy and Lars-Christian Luel, Chief Executive Officer, said: "Now everyone at the coast will have access to our mobile services and products"

He continued: "So far our success can be contributed to our one-price pricing structure being you only pay for what you use, that is talk for 5 seconds and pay for 5 seconds instead of a full minute. Further, our recently launched "Free sms Friday" campaign has already exceeded all expectations since being launched on 18 May 2007."

On 02 June 2007, everyone is invited to enjoy the various promotional activities which have been planned for the two stores, in Swakopmund and Walvis Bay respectively. The store openings will be accompanied by outside broadcasts, provided by local radio stations, as well as opportunities for the public to win various prizes – ranging from cell phone handsets to t-shirts.

Cell One will continue with their network rollout to ensure that they achieve their strategic target of providing a cellular network through most of Namibia. This continuous rollout will be communicated in the local media..

The Cell One Swakopmund store is situated in Brucken Park, the Walvis Bay store at the Magic Discount Centre in Sam Nujoma Drive and customers can purchase airtime from Nampost in Henties Bay.

For any Cell One enquiries please contact the Cell One Customer Care Centre, anytime, on (085) 120.

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