

Media Release



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MTN Voice SMS makes sending and receiving messages easy

Kampala, 3rd August 2009: Telecoms Company, MTN Uganda today launched its Voice SMS service, a new type of audio messaging function which allows users more flexibility and a quicker, more convenient means of sending personalized messages.

Voice SMS allows the user to record and send a voice message as easily as making a normal phone call but at half the cost. It allows for an enriched message incorporating aspects of emotion and tone that is largely absent when communicating via SMS, to be sent. "Voice SMS will allow callers to move away from traditional typed SMS and instead they can record their own message and send it to someone by SMS for as low as 90/- per SMS. In effect they are sending an instant personalized voice message, without the need for the recipient to have an active voicemail box." says Sheila Kangwagye, MTN's PRO.

The launch of MTN Voice SMS follows that of other value added services that the telecommunications giant has introduced in recent times. Just over a month ago MTN introduced Google SMS, a product that is meant to help the locals' access information on health, agriculture and trade just by the mere touch of a button.

"Through our wide network coverage we want to make it convenient and easy for people to communicate even to the rural dwellers who under normal circumstances may not be able to read and write. All they need to do is to know how to use a phone, speak and follow instructions which come in five languages (*Swahili, English, Runyoro Rutooro, Runyankole, and Luganda*) to help the customer interact with the service through voice prompts. It's a bonus for those who don't like or are unable to type messages" she added.

To compose and send a Voice SMS one simply needs to dial star (*) off their mobile phone followed by the recipient's mobile number and follow the voice prompts. When finished recording the user should hang up to send the message or press any key for options.

ABOUT THE MTN GROUP

Launched in 1994, the MTN Group is a multinational telecommunications group, operating in 21 countries in Africa, Asia and the Middle East. The MTN Group is listed on the JSE Securities Exchange in South Africa under the share code: "MTN". As at 31 December 2008, MTN recorded 90,7 million subscribers across its operations in Afghanistan, Benin, Botswana, Cameroon, Cote d'Ivoire, Cyprus, Ghana, Guinea Bissau, Guinea Republic, Iran, Liberia, Nigeria, Republic of Congo (Congo Brazzaville), Rwanda, South Africa, Sudan, Swaziland, Syria, Uganda, Yemen and Zambia. The MTN Group is a global sponsor of the 2010 FIFA World Cup South Africa™ and has exclusive mobile content rights for Africa and the Middle East. Visit www.mtn.com and www.mtnfootball.com.

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