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CELCOM-UMNO
CELCOM TWO-WAY SMS FOR UMNO MEMBERS LAUNCHED

KUALA LUMPUR, Nov 29 (Bernama) -- Umno members, who are Celcom customers, are now able to keep themselves in the information loop about the party's happenings via Celcom two-way short messaging service (SMS).

The latest SMS offering named "Bersamamu Umno Melalui SMS" was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad at the party's headquarters here today.

The first phase of the service will enable Umno members, who are Celcom customers to check their membership status as well as download Umno ringtones and logos.

This service also includes down-loadable ringtones and operator logos of Wanita, Pemuda and Puteri Umno.

Celcom's group chief executive, Datuk Ramli Abbas said the second phase of the service to be launched in April next year would include the ability to access useful information such as Umno directory, Umno election results, Umno calendar of events, Prime Minister's official calendar events as well as Prime Minister's quotes.

Umno members can also anticipate opinion polling via Celcom's interactive SMS service, Ramli told a press conference after the launching ceremony.

Celcom introduces the service with its service provider Langkah Technology Sdn Bhd and information were supplied directly by Umno headquarters.

Ramli was confident of a substantial revenue from the service since 60 percent of the three million Umno members were mobile phone users.

However, he could not determine the percentage of Umno members who were Celcom customers because data on party membership were not included in registration process.

To check membership Umno members had to type AHLI followed by identity card number and send to 28666 and for ringtone and logo just type RING or LOGO respectively and send to the same number. Every download will be chargeable at RM1.20. -- BERNAMA

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