

Dialog GSM roaming customers rewarded

Dialog GSM roaming customers are being given a chance to win return air tickets to any European destination of their choice under the 'Roamer Rewards' scheme. The selection of winners under the scheme will be through a raffle **draw** in which all Dialog AIR customers are automatically eligible. The competition operates on a multiple entry scheme, based on a customer's individual contribution to Dialog roaming from 15 December 2005 to 14 February 2006. AIR customers will get one entry for every Rs5,000 generated during this period. The top four winners of Roamer Rewards will each win a business class return air ticket to any European destination waived from their roaming bill in the month following the draw.

Nushad Perera, General Manager Sales & Marketing, Dialog GSM, said that Roamer Rewards is a way of thanking their roaming customers for choosing the Dialog network. In 1997, the company introduced Automatic International Roaming (AIR) to its customers with the 'One Number - One World' concept. AIR is provided across 175 countries and 200 operators worldwide with 8,000 roaming customers presently using the facility. Dialog was the first network in the country to provide its roaming subscribers with a wide array of services and rewards.