Dialog Offers Free Breaking News Alerts From Reuters

Dialog Telekom now offers its subscribers the opportunity to receive breaking news alerts from the Reuters news service direct to their mobile phones. Under the deal, Reuters will supply its premier media news content to Dialog Telekom, and the service will provide factual, up-to-the-minute updates on local news stories.

Nushad Perera, General Manager Sales and Marketing, Dialog Telekom said: “The Breaking News Alert service will provide our customers with credible and unbiased coverage of local events as they unfold. This is an amazing advantage since the news will come direct to our customers while they are on the move, so they need never worry about being uninformed or unaware of what is taking place around them. We are launching this service with a view to providing information and creating a sense of security for customers. Dialog is proud to partner Reuters in this endeavour as both companies share a collective vision of keeping customers up to date in a free and fair manner. We also look forward to expanding this service to other customer touch points in the near future.”

Samir Shah, Managing Director, Reuters South Asia said: “We are delighted to be providing core premier news content to Dialog Telekom, a major telecommunications provider in the local mobile industry. This, combined with Reuters’ reputation as a trusted source, enables consumers to feel confident about making decisions and gives them access to timely, unbiased and reliable news and information.”