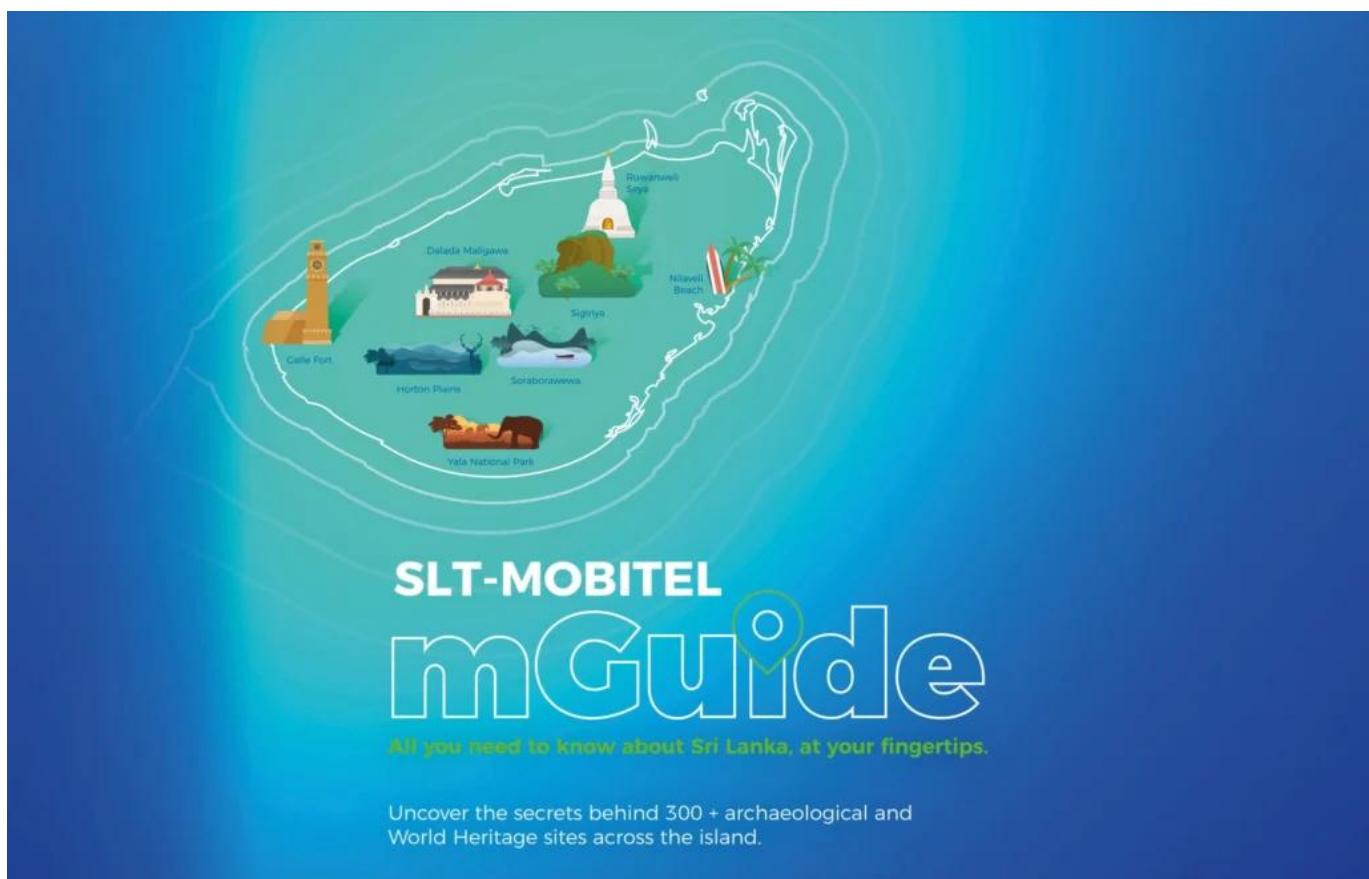


SLT-MOBITEL Extended mGuide Service To SLT-Mobitel Home Customers



SLT-MOBITEL has extended mGuide service for SLT-Mobitel Home customers (fixed-line customers), enabling them to rediscover places of interest such as archaeological and historical heritage sites.

SLT-Mobitel mGuide service, an interactive voice portal that allows customers to listen to detailed descriptions of the island's historical, cultural and religious sites, was previously only accessible to SLT-Mobitel mobile customers.

In providing more excellent value addition, SLT-Mobitel Home customers too can

now explore the true beauty of Sri Lanka by simply dialing 1299.

The interactive voice response (IVR) will assist subscribers in delving deeper into Sri Lanka's rich culture and heritage, providing valuable and enriching insights.

For SLT-MOBITEL mobile subscribers, mGuide service is accessible via shortcode 888. Further extending this service, all SLT-Mobitel Home customers can now also access the Mobitel shortcode 888 via SLT.

SLT-MOBITEL has revamped the mGuide service to serve customers better, offering new exciting features. Among these are providing the service in more than ten languages. Significantly foreign visitors can benefit from the mGuide service as it is available in languages: French, Japanese, Tamil, German, Hindi, Chinese and Korean. Sinhala and English explanations are also available.

This new service, which was launched in collaboration with Sri Lanka's Ministry of National Heritage, the Department of Archaeology, and Sri Lanka Tourism, continues to add locations. To date, details of over 300+ sites have been uploaded. SLT-Mobitel mGuide service commentaries are especially valuable for pilgrims, travelers, and tourists as they serve as virtual tour guides.

Additionally, details of world heritage and archaeological sites, news, and events related to archeology are also available in the revamped SLT-Mobitel mGuide service. This feature will be handy to students, especially in rural areas lacking information access.

SLT-MOBITEL has aimed to further enhance and develop the mGuide service in the future.

This phase will include Web access (www.888.lk) and SLT-Mobitel mGuide App. SLT-MOBITEL also plans to conduct a quiz competition via the mGuide service to generate awareness among the public and customers on Sri Lanka's local heritage.