

MTN scoops two awards at AfricaCom 2011

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Cape Town - MTN has once again been recognised for its innovation and market leadership, scooping two accolades at the AfricaCom 2011 Awards yesterday.

MTN South Africa received awards for *the 'Best Network Improvement'*, for the Long Term Evolution (LTE) pilot test in Gauteng province, and *'Best Marketing Campaign'* (dubbed Bow Wow) for MTN Zone.

Says Serame Taukobong, MTN South Africa's Chief Marketing Officer: "MTN is ecstatic to have once again gained this important recognition. These awards go to thousands of MTN employees, our partners and customers who shared the MTN vision with us and ensured that our objectives are realised.

"The accolades are further affirmation from the industry and our customers that we are on the right track and need to cement the work we have been doing to provide our customers with the seamless experience they have come to expect from MTN."

MTN was shortlisted for six of the eleven awards categories, with MTN South Africa vying for four awards i.e. Best Network Improvement Award, Changing Lives Award, Customer Service Excellence Awards and Best Marketing Campaign. MTN Group was shortlisted for the Best Pan Africa Initiative for Mtnfootball.com, while MTN Nigeria and MTN Uganda & Alvarion were nominated for the Rural Telecoms Award for their Rural Telephony Business and Rural Internet Cafes projects respectively.

"We are immensely proud of the two awards received by MTN South Africa. In the same vein, we are equally filled with pride to have been shortlisted for a total of six awards across four areas of our business. For MTN, these awards are an important recognition of the tireless efforts put in by MTNers and our partners across the continent to bridge the digital divide in the countries we operate," said Christian De Faria, Group Chief Commercial Officer.

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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 of 30 September 2011, MTN recorded over 158 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. Visit us at www.mtn.com <<http://www.mtn.com>> and www.mtnfootball.com <<http://www.mtnfootball.com>>

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