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Zain and Beecell Award Winners of the Ramadan SMS Competition

Zain, member of the leading mobile telecommunications provider in the Middle East and Africa, Zain Group, and Jordanian mobile value-added services solution provider, Beecell, successfully concluded their interactive Ramadan SMS competition launched by Zain during the Holy month of Ramadan.

/24-7PressRelease/ - AMMAN, JORDAN, November 30, 2007 - This initiative offered Zain subscribers the opportunity to win a number of prizes by answering general knowledge questions via SMS on 90070.

After concluding the one-month competition, 30 Nokia 6300 handsets, a cash prize of JD 2000, and a new Sony Playstation3 were offered to 32 lucky winners. Furthermore, and throughout the competition, all participants received a free ringtone with every SMS that they sent.

Commenting on the fruitful partnership formed between Beecell and Zain, Beecell CEO Bashar Hantouli, said: "We are proud to have joined forces with Zain in this interactive, knowledge-generating initiative. We hope that by employing our technological know-how, we are able to contribute to the creation of fun and entertainment experiences for all mobile users". Hantouli added that he would like to congratulate the winners and to wish those participants who did not win better luck in upcoming competitions we take parting "I hope that all those who participated are enjoying the free ring tones that they received" he said.

From his end, Zain's Senior Data Manager Ziad Al Masri, said: "This competition made available to Zain customers through SMS reflects the company's belief in engaging with customers and sharing their celebration especially during the Holy month". Al Masri added that mobile phones are not only restricted to voice services, but are now a tool that provides entertainment and education content to people anywhere.

It is worth mentioning that Beecell offers a number of content services to mobile users including: SMS news and alerts; MMS news and alerts with images; video downloads; ring tones, wallpapers, animations, themes, and detailed information and news over WAP. Its services are available through 21 mobile operators, and over 40 million GSM mobile users across the Middle East.

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