



Press Release

ZANTEL LAUNCHES EPIQ BSS SEASON SEVEN

Dar es Salaam, 19th June, 2013: Zantel Tanzania has today launched the new season of Epiq Bongo Star Search, aiming to give more youth an opportunity to discover, develop and establish their career in music.

The new season dubbed 'Muzik Biz Edition' will connect with music stakeholders in the country, thus giving participants of the competition more publicity, connection and skills to churn out their career after the competition.

This year slogan is 'KAMUA', meaning giving your best in the competition, which this year will audition in six regions of Mbeya, Arusha, Zanzibar, Mwanza, Dodoma and Dar es Salaam.

Last year EBSS recorded massive success after all the top twelve participants had their premier songs doing well in the local media, is expected to breed a lot more new stars this year.

Speaking at the launch of new season, Benchmark Managing Director, Rita Paulsen said season seven is going to be the best as EBSS is aiming to create more stars aside of the winner.

"We are all witnesses of the success of Epiq Bongo Star Search since it was launched in 2006, and for this year, we are aiming to create more

music stars, and more importantly equip them with skills to establish their career in music'

This year's competition will also have a local judge added to the presiding judges list from each region where Epiq BSS will be auditioning, aiming to recruit all the best talents available.

'By having a local judge from each region, we will help us engage more with stakeholders in the region, but more importantly is making sure we recruit all the best talents available in the regions' said Ms Poulsen.

Also speaking at the launch, Zantel Chief Commercial Officer, Mr Sajid Khan said Zantel is extremely happy to ensure the dreams of many Tanzanian youth are realized.

'Epiq BSS season six was able to audition more than 50,000 youths, and these numbers tell one story, there is need to invest more in youth' said Khan.

Zantel was able to record a premier song for each of the top 12 contestants of last year's competition, plus a promotional tour in three regions: Mtwara, Dodoma and Dar es Salaam.

'We were able to help the kids establish their careers after the competitions, and most of them are doing well until now, and this is the type of investment Zantel is proud to associate with' insisted Khan.

This year's winner is also going to take home 50 million Tanzanian shillings plus a record deal.

As to give more youth an opportunity to be heard by the judges, auditioning through mobile phone will be opened today, where participants

will have to dial 0901551000, or send KAMUA to15530 to register for the competition or get details on the competition.

Audition will be premiered in Dodoma on 29th and 30th June at Maisha Club followed by Zanzibar: on 5th and 6th July at Bwawani Hotel, Mbeya on 10 – 11th at July Club Vybes, Mwanza on 14 – 15th July at Club Fussion, Arusha on 20 – 21st July at Club Tripple A and finalized in Dar es Salaam on 26 – 28th at the National Stadium.

ABOUT ZANTEL:

Zantel, an Etisalat group company was established in year 1999 as Zanzibar Telecom Ltd. Etisalat has been the telecommunications service provider in the United Arab Emirates since 1976 and has footprints in 18 countries traversing the Middle East, Asia and Africa. In its many years of operations, it has built up state-of-the-art telecom infrastructure and taken a leadership position of innovation, and quality service delivery among regional and international operators. Zantel is the only Integrated Telecom service provider in Tanzania offering International Gateway services, Fixed, Mobile and data services through its CDMA, GSM, 3G networks. Zantel is a joint venture between:

On May 5th, 2012, Zantel launched its 3G HSPA+ network in Zanzibar. The 3G HPSA network will enable Zanzibar to enjoy super fast broadband services for both personal and business needs.

Zantel currently serves a growing subscriber base of over 3 million subscribers and consistently demonstrates its core values of affordable, consistent and seamless services and is known as the Best & Fastest Wireless Internet Service provider in Tanzania.

Zantel is also committed to taking its place amongst leading corporate citizens in Tanzania by making wide-impact and sustainable social investments. Zantel believes that apart from offering a solid platform of technological innovation, sustainable investment is the bedrock of stellar growth and economic stability.

Zantel has received several awards and endorsements for its quality and innovative services. Some of these include – GSMA M-Health award. Indeed, at Zantel the future is a world in which technology extends people's reach on all fronts.

