



Telkomsel and Jump-Up Present "The Simpsons" on Mobile

Cooperation with the World's Biggest Content Provider Network, Jamba

Jakarta, August 8 2008 - Telkomsel users are now able to enjoy a variety of content from the world famous TV series *The Simpsons*. The service is presented by Telkomsel in an exclusive cooperation with Jump-Up, the local business partner of Jamba, one of the world's biggest content providers. By accessing *543#, customers can enjoy a variety of various content from *The Simpsons*, such as silly quotes from Homer, True Tones, Ringback Tones and Wallpapers.

VP Marketing and CRM Telkomsel Hendri Mulya Sjam says: "*The Simpsons* has become a worldwide phenomenon through various entertainment media, starting from TV to film and PlayStation™, but until now they had not entered the world of mobile entertainment. Now, Telkomsel users will become the first in Indonesia to enjoy *The Simpsons*, anywhere and anytime. All you have to do is to access this number: *543# directly through your mobile."

Sugiono Wiyono, Spokesperson from Jump-Up Pte. Ltd., Singapore, says: "Through this solid and exclusive cooperation with Telkomsel, the biggest cellular operator in Indonesia, we can present content from the leading mobile entertainment brand to mobile users in Indonesia. The strong characters and satiric comedy of *The Simpsons* were made especially to satisfy the fans."

"The content we provide will appear attractively on the user's mobile phone. Not only are there Pictures and Fun Sounds, but also animations like Homer's dance, Marge's wise quotes and Bart's crazy antics," adds Sugiono.

SVP for Jamba Asia Pacific, Awy Julianto stated: "*The Simpsons* is unique content, which has already achieved worldwide success through our international network, Fox Mobile Entertainment. We have adapted the strong characters and satiric comedy of *The Simpsons* to suit mobile phone use and are convinced this content will satisfy *The Simpsons'* hardcore fans in Indonesia."



Apart from *543#, *The Simpsons* can also be enjoyed by selecting the desired piece of content and sending an SMS to 9088. There are hundreds of Screensavers, Wallpapers, True Tones, Fun Sounds and Ringback Tones, including Homer's extremely popular quotes, such as "Mmm ...donuts" or "Whoo-hoo!", and the Spider Pig song. This content is being offered at prices from Rp. 5000 (Polytones) to Rp. 8000 (Animated Screensavers, Fun Sounds, etc).

"The users' ability to enjoy this content is maximised thanks to Telkomsel's vast network coverage that reaches even isolated areas, making it possible to experience it from anywhere, at anytime. Telkomsel, as the only mobile operator to present *The Simpsons*, also implements the latest technology to its network and platform, enabling various innovations, including this exclusive and unique content," declares Hendri.

This content from *The Simpsons* adds to the variety of cartoon content already available on *543#, such as Batman & Robin, Tom & Jerry, Crayon Sinchan, Winnie The Pooh and so on. This content portal represents the effort of Telkomsel to actively develop the content industry in Indonesia.

Indonesia currently has hundreds of content providers, with 108 of them working together with Telkomsel to deliver around 3000 different types of content to customers. More than 16 million Telkomsel users have enjoyed this content, presented by Telkomsel together with its content provider partners.

Notes to editors:

About Telkomsel (www.tekomsel.com)

At present, Telkomsel is 65% owned by PT. Telekomunikasi Indonesia, Tbk ("TELKOM" - JSX: TLKM; NYSE: TLK; LSE: TKID) and 35% owned by Singapore Telecom ("SingTel" – SGX: TELE.SI). As the service leader, Telkomsel has been trusted to serve more than 53 million users or more than 50% of the mobile phone users in Indonesia.

Telkomsel continues to strive to deliver a High Performance Network, to provide users comfort in communication. Since the start of its operation on 26th May 1995, the number of BTS (Base Transceiver Stations) has grown from just 149 to now be more than 22.000, or around 150 times more than before. In the year 2008, it will add 5000 new BTS with more than US\$1.5 billion investment (around Rp. 14 trillion).

Telkomsel is the cellular operator with the widest network, able to reach more than 95% of the Indonesian population. Customer comfort in communicating when abroad is also assured, as Telkomsel has 288 international roaming operator partners around the world.



As Telkomsel's network coverage grows, so too do its advantages to Indonesia, such as improving communication flows, foreign direct investment, business opportunities, value added services for society and expediting the growth of the economic and social sectors.

About Jamba (www.jamba.de)

Jamba is one of the world's leading providers of mobile entertainment with the ability to reach one billion consumers around the globe in 35 countries and 25 languages across five continents. Jamba supports more than 2800 handsets and provides billing connectivity to more than 125 operators worldwide.

Jamba offers mobile products available directly via mobile phones including branded popular content from more than 800 content providers around the world such as famous Fox content like *The Simpsons*, high quality music from top music labels, mobile games from renowned game developers, and original content made exclusively for mobile phones.

Jamba is a joint venture between News Corporation (NYSE: NWS, NWS.A) and VeriSign, Inc. (NASDAQ: VRSN) and headquartered in Beverly Hills, Calif., and Berlin, Germany.

About Jump-Up

Jump-up Pte. Ltd is a Singaporean company, operating in multimedia digital services. As a service provider, teamed with expertise in information development and facility, applications and databases, the company has strong access to mobile users in Indonesia and Asia, especially in the Indo-China market, through its partner, a telecommunications product retailer with the widest coverage in Indonesia.

One of the most well-known services from Jump-Up is mobile content distribution. Jump-Up has many close partners in this field and also acts as a licensing holder for various leading content distributors, which specialize in mobile content. One such partner is Jamba, a Berlin-Germany company, which owns the biggest mobile content collection in the world and boasts more than 10 million pieces of content.

Through its relationships with different partners, Jump-Up hopes in the near future to be the biggest digital multimedia service provider in Asia, including Indonesia, targeting the younger generation of consumers.

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