

True Life Plus continues its convergence lifestyle strategy by offering set-top box with 60 channels by TrueVisions with no monthly fees to customer applying for TrueMove H and Ultra Hi-Speed Internet from True Online

Bangkok — 5 September 2012 — True Life Plus, a subsidiary of True Group that offers convergence bundles of products and services, reinforces its leadership in convergence solutions and lifestyle with the launch of new campaign offering free set-top box 'True Life Plus' to customer who applies for Baht 399+ TrueMove H package or Baht 599+ package of Ultra Hi - Speed Internet service from True online. Members will enjoy 60 quality channels of TrueVisions and 70 soccer matches of the English Premier League for free, no monthly fees, no obligations. It's easy, just pay service fee for TrueMove H or True Online 1 month in advance and you will get it.

Suphakit Vuntanadit, Chief Commercial Officer, True Corporation Plc, said that True Life Plus is continuing its successful convergence lifestyle marketing strategy where customers can get more and more from using the products and services provided by True Group. The company recently introduced new campaign to offer new privilege to new users who apply for TrueMove H and Ultra Hi-Speed Internet by True Online packages. It is giving away free set-top box True Life Plus for users to enjoy 54 channels of TrueVisions plus six extra channels to make it 60 channels altogether with no monthly fees, no obligations throughout the service period. Rule is easy, just pay service fee for TrueMove H or True Online 1 month in advance and you will get it. You can bring the box back when you cancel your service of TrueMove H or True Online.

Pakpong Pattanamas Deputy Director, Convergence Marketing, True Corporation PCL said that to offer the set-top box 'True Life Plus' means that the company provides special privilege to customer who applies for Baht 399+ TrueMove H package or Baht 599+ package of Ultra Hi - Speed Internet service from True online. The set-top box True Life Plus adds value to its service enabling customers to enjoy exclusive contents and entertainment including movies, sports, cartoons, top hit series and documentaries through 60 channels of True Visions. Cheer your favorite team on English Premier League's 70 football matches throughout the season. No monthly fees and no obligations. Moreover, customers can also get a free upgrade to True Knowledge Package for an additional 14 channels with a monthly fee of Baht 300 from regular fee of Baht 495 per month.

For more information or to receive this very special today at True Shop or contact customer service center, True Life Plus call 0 2900 9119.

For more information (media enquiries only), please contact: Ref:
Corporate Communications & Marketing PR – True Group

(192) 05/09/2555
Email: pr@truecorp.co.th