

## PRESS RELEASE

### **VODAFONE INTRODUCES 2 FOR 1 CINEMA TICKETS WITH VODAFONE TUESDAYS**

**Doha, 23 June 2014:** Vodafone Qatar today announced the launch of Vodafone Tuesdays which allows customers to enjoy two cinema tickets for the price of one. Vodafone customers will be able to watch their favourite block buster movie every Tuesday and take along a friend or family member free of charge. Vodafone Tuesdays will be available at the Cinemas in City Centre and Villaggio malls.

For Vodafone customers to take advantage of Vodafone Tuesdays, they can simply download the Vodafone EntertainME application and avail of this offer to enjoy great times with friends and families. The Vodafone EntertainME application link can be found on [www.vodafone.qa/tuesdays](http://www.vodafone.qa/tuesdays). Vodafone customers can also download the app directly from the Apple App Store or the Google Play store. Once Vodafone customers have downloaded the EntertainME app they can quickly and easily generate the Vodafone Tuesdays code. Customers will, then, need to show this code at the Cinema ticket counters and get access to the offer immediately.

On Vodafone Tuesdays, Vodafone Red customers will be treated like VIPs. With a VIP queue clearly marked for Red customers only, all Red customers can now skip the queue, which is another exclusive benefit from the best Postpaid Plan in the market and the perfect time to become a Red customer with Vodafone.

Mohammed Al Yami, Director of External Affairs at Vodafone Qatar, said: “We know from our customer research that on average, most Qataris are going to the cinema once a month, and this is even higher when you are looking at Qatari youth. Vodafone is all about creating differentiated experiences for our customers in areas of their lives which matter. Vodafone Tuesdays allows us to do this in a way which is relevant to our customers and in a way where the benefit can be shared with family and friends. This First, from Vodafone Qatar, allows customers to enjoy a whole lot more than they would expect from their telecom provider of choice.”

Vodafone Tuesdays sits under Vodafone Firsts. Vodafone Firsts is about enabling people to achieve and do amazing things for the first time by the use of the Vodafone technology. The Vodafone Tuesdays launch is the first campaign focusing on cinema and there will be many other amazing Firsts cinema experiences that customers can look forward to this year.

Vodafone Tuesdays follows other major announcements made by Vodafone Qatar this year including RED Postpaid plans, Falla for the youth and, the latest of which, being Vodafone 4G, Qatar’s newest 4G network.

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**About Vodafone Qatar Q.S.C.**

Vodafone Qatar Q.S.C. ("Vodafone Qatar") is the holder of the Second Public Mobile and Fixed Telecommunications Networks and Services License in the State of Qatar.

Vodafone Qatar switched on its mobile network on 1 March 2009 and shortly after started delivering great value to its customers with a range of exciting products and services.

Having built a world class converged IP network, Vodafone Qatar launched fibre-based consumer and enterprise fixed-line services commercially in October 2012 and is expanding its fibre services in conjunction with Qnbn deployment of Fibre to Homes and Corporates.

Vodafone's objective is to be the most admired brand in Qatar and the Company is committed to providing world class telecommunications infrastructure to support The Qatar National Vision 2030.

Please visit [www.vodafone.qa](http://www.vodafone.qa) for more details.

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