

## Afghan Wireless & Ariana Television Network Bring Afghanistan "Who Wants To Be A Millionaire" and AWCC's Millionaire SMS Challenge!

KABUL, Afghanistan, Sept. 6, 2011 -- Afghan Wireless ("AWCC"), Afghanistan's leading telecom operator, and Ariana Television Network ("ATN"), one of Afghanistan's largest television stations, have joined to bring Afghanistan the world's most popular game show, *Who Wants To Be A Millionaire* ("WWTBAM") along with "AWCC's Millionaire SMS Challenge" contributing to make a unique TV-telecom team.

The cooperative venture between AWCC & ATN is the first arrangement of its kind. Each WWTBAM episode contains a three-part "AWCC Millionaire SMS Challenge" segment where a question is presented to viewers. Anyone with a mobile phone can answer a nightly question posed by the WWTBAM host by sending an SMS short-code and the first correct response is declared that night's "AWCC Millionaire SMS Challenge Champion!"

All SMS respondents answering correctly receive a congratulatory SMS from AWCC with an invitation to become a member of the live WWTBAM audience and to try and become Afghanistan's "Next Millionaire!" Each night, an "AWCC Millionaire SMS Champion" receives a \$100 USD Gift Certificate and free AWCC phone.

Amin Ramin, Managing Director of AWCC, commenting on the success of this initiative said "*Who Wants To Be A Millionaire* and 'AWCC's Millionaire SMS Challenge' has captured the imagination of our customers and the nation as a whole. Linking AWCC's mobile customers directly as participants to a live, televised broadcast nightly game show brings incredible capabilities to all of our customers through any handset. AWCC can help all Afghans to have fun competing to become a millionaire."

WWTBAM airs on ATN Saturday through Tuesday from 8:30-9:00 PM.

**About Afghan Wireless** - Headquartered in Kabul, AWCC serves approx 4,000,000 subscribers throughout Afghanistan; and one of the largest employers of Afghans, employing over 4,500 people directly and another 50,000 indirectly. AWCC is a leader in delivering wireless and broadband communication solutions to residential and business customers. Additional information is available at [www.afghan-wireless.com](http://www.afghan-wireless.com).

**About Ariana TV & Radio ?** Founded by Ehsan Bayat, ATN broadcasts to 33 Provinces throughout Afghanistan; and also internationally via satellite and internet. It has many of the most popular programs in Afghanistan; including *ATN News* and *59 Minutes*. Additional information available at [www.arianatelevision.com](http://www.arianatelevision.com).

For further information regarding becoming an advertising sponsor on *Who Wants To Be A Millionaire* contact Mohammad Ramadan at +93-700-801-846 or [mark.davis@afghan-wireless.com](mailto:mark.davis@afghan-wireless.com).

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