



KUWAIT: International BASE jumper Julian Deplidge, Ooredoo Kuwait's COO Hani El-Kukhun, Mijbil Alayoub, Director of Corporate Communications at Ooredoo Kuwait and social celebrity and event host Nouha Nabil during the launch of iPhone 6 and 6S Plus at Ooredoo Tower. — Photos by Yasser Al-Zayyat



OOREDOO MIDNIGHT PARACHUTE DELIVERS APPLE IPHONE 6S AND 6S PLUS INTO KUWAIT

APPLE'S LATEST MOBILE LAUNCHED IN MASSIVE MULTIMEDIA CELEBRATION AT OOREDOO TOWER

KUWAIT: The brand new Apple iPhone 6s and iPhone 6s Plus was launched in Kuwait at midnight as the climax of a high energy and entertaining celebration organized by Ooredoo Kuwait, part of Ooredoo International Group.

Sales of the new phone officially started at 12.00AM yesterday. On the stroke of midnight, international BASE jumper, Julian Deplidge, jumped from the top of Ooredoo's HQ, parachuting down to officially deliver the first phones to Ooredoo Kuwait's COO, Hani El-Kukhun and social celebrity and event host Nouha Nabil. The first thirty-five people to preorder their phones were then ushered into Ooredoo Tower to receive their iPhone 6 or 6S Plus.

Commenting on the event, Mijbil Alayoub, Director of Corporate Communications at Ooredoo Kuwait said: "The launch of the iPhone 6s and iPhone 6s Plus is one of the highlights of 2015. Our celebration this evening is both an acknowledgement of the work that Apple has invested in developing these advanced devices, and a token of our appreciation for our loyal customers. Needless

to say, Ooredoo is deeply grateful to the people of Kuwait, Apple and everyone who has been involved in making our official launch event such a success".

During the evening leading up to the official launch, hundreds of local people enjoyed live entertainment featuring illusionists, dancing, acrobats, fire shows, multimedia shows, and competitions and prizes. Many of those present also took the opportunity to register their interest in the new phone in special booths set up outside the Ooredoo Tower for the occasion.

Dozens of happy Ooredoo customers who purchased a new phone were also offered a special surprise, being given the chance to win Apple Watches and other accessories, as well as Ooredoo branded gifts from a lucky-dip tom-bola.

Commenting on the festivities surrounding the launch, Nouha Nabil said: "This was such an amazing evening. The atmosphere was electric and so was the entertainment! Everyone had such a great time and I am so pleased and very honoured to have been invited to host Ooredoo's official launch of

Apple's latest devices!"

Julian Deplidge, the professional daredevil BASE jumper who delivered the first of the latest generation of iPhones said: "I've jumped from many of the world's most iconic buildings and structures, but this event will be particularly memorable. Jumping from the Ooredoo Tower, the silhouette of Kuwait's skyline was one of the best and provided a superb backdrop for the introduction of the new iPhone. I could hear the crowd right from the top of the tower, and I am so grateful to everyone who cheered me on!"

Ooredoo is offering the iPhone 6s and iPhone 6s Plus for both pre-paid and post-paid customers. Its Shamel post-paid package provides the most accessible option, spreading the cost of the phone over several months and bundling a number of high-value services, including mobile Internet, calling minutes and SMS messages. For more information or to purchase your official Ooredoo iPhone device, please visit an Ooredoo outlet or retailer, or order online via <https://shop.ooredoo.com.kw/en/>.



(From left) Nazem Al-Gabrah, Fatima Dashti, Kuwait Times Marketing Director Taleb Kanjo and Mijbil Alayoub, Director of Corporate Communications at Ooredoo Kuwait during the launch ceremony.



The first thirty-five people to preorder their phones with their new iPhones.



International BASE jumper Julian Deplidge after jumping from the top of Ooredoo's HQ, parachuting down to officially deliver the first phones.



The crowd at Ooredoo Kuwait's HQ during the launch ceremony.

