

PLDT brings its Wifi Zone service to major shopping centers

MANILA, Philippines, December 15, 2011 – PLDT, the country’s leading telecommunications company, has expanded the coverage of its free high-speed unlimited Wifi access service for PLDT myDSL and landline subscribers from restaurants and establishments to include major shopping centers in Metro Manila.

Robinson’s Place Manila, Robinson’s Metro East in Pasig, Greenhills Shopping Center, Eastwood Cyber and Fashion Mall, 999 Shopping Mall, and Araneta Center have recently offered free wifi access to holiday shoppers as the latest “PLDT Wifi Zones.”

“PLDT Wifi Zones allow our landline and DSL subscribers to have access to the internet as an extension of their subscription outside of their home. We want our subscribers to be the first to try it for free until January next year,” said PLDT Senior Vice President Eric R. Alberto.

“With malls being highly packed with shoppers this month, PLDT Wifi Zones’ free access for our subscribers is a way for us to give back this holiday season,” adds Alberto.

Over 2,000 establishments have already partnered with PLDT and upgraded their regular wifi service to the ultra fast PLDT Wifi Zone as an added service being offered by their business to customers. Establishments get a boost of up to 100Mbps connection for dedicated use of their customers for Wifi.

PLDT landline and myDSL subscribers just need to register at www.pldtwifizone.com to get their unique wifi ID (username and password) to get free unlimited wifi access until January 15, 2012.

“Our subscribers will be able to experience the strong connection that they get at home in the PLDT wifi zones. They don’t have to miss out on their broadband experience,” said PLDT Retail Business Group Head Dan Ibarra.

“Expansion plans of the Wifi Zones include Cebu and other major provinces all over the country. Several businesses in regional areas are also in talks to offer this add-on service,” said PLDT VP for Retail Data Acquisition Gary Dujali

Currently, PLDT Cebu-based subscribers can enjoy this service at PLDT Cebu Business Offices and PC Express, and soon in other major establishments like the Mactan International Airport, Cebu’s Provincial Capitol, Marina, and J-square mall.

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About PLDT

PLDT is the leading telecommunications service provider in the Philippines. Through its three principal business groups –fixed line, wireless, and information and communications technology – PLDT offers a wide range of telecommunications services across the Philippines' most extensive fiber optic backbone and fixed line and cellular networks.

PLDT is listed on the Philippine Stock Exchange (PSE:TEL) and its American Depositary Shares are listed on the New York Stock Exchange (NYSE:PHI). PLDT has one of the largest market capitalizations among Philippine-listed companies.

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