

# Alpha Orient duty free customers win BlackBerry phones

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L-R: Chaminda Weerathunga, Marketing Manager, Alpha Orient Lanka, Errol Moraes, Finance Director, Alpha Orient Lanka, Purna Chandrasoma, Human Resource Manager, Alpha Orient Lanka, Dinesh representing P Parameswaran, Winner, Roshan Peries, Winner, Arun Jegathapalan, Winner, Gihan Kumara, Winner, Amila Pathirana, Brand Manager, Etisalat, Subodha Pilimatalawwe, Manager Strategic Relationships, American Express at the BlackBerry giveaway.

Alpha Orient Lanka completed a promotion at their arrivals and departures duty free shops at the Bandaranaike International Airport. The promotion was jointly organised with American Express and Etisalat. Customers who spent US \$ 65 or more via American Express credit cards at Alpha duty free shops stood a chance to win Etisalat BlackBerry Bold mobile phones weekly through a lucky draw. Whilst eight lucky customers won BlackBerry phones, another 40 customers got their duty free bills wiped-out upto a maximum of US \$ 150.

Dimantha Kinigama, CEO of Alpha Orient Lanka said: "At Alpha, we always strive to provide an excellent shopping experience to our customers by supplying world renowned brands at the best prices with great offers and exceptional customer service. The exciting BlackBerry promotion, which we organised with our strategic partners, American Express and Etisalat, also helped us achieve our objective and I thank them for coming on-board with us."

Commenting on this promotion, Lewie Diasz - Chief Manager American Express Cards added, "It has been a privilege to partner Alpha Orient Lanka and Etisalat. Following the success of this promotion, we foresee many more similar tie-ups in the ensuing year."

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