

## News & Events : Maxis Successfully Implements Anti-Spam Solutions

Source: [http://www.maxis.com.my/personal/about\\_us/announcement/antispam.asp](http://www.maxis.com.my/personal/about_us/announcement/antispam.asp)

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### Maxis Successfully Implements Anti-Spam Solutions

*All customers on 012/017 now protected against spamming, spoofing and unsubscribed SMS*

Maxis Communications Berhad ("Maxis") has rolled out its Anti Spam Platform, designed to block unsolicited short messaging services ("SMS"), such as spam and spoof SMS, from reaching the operator's postpaid (Maxis) and prepaid (Hotlink) customer base, Malaysia's largest mobile user base. Maxis is the first Malaysian operator to roll out this service. The Anti Spam Platform was installed and operational in July 2007, ahead of the September 30 deadline by the Ministry of Energy, Water and Communications.

Since July 2007, the Anti Spam platform, which works as a firewall, has successfully eliminated over 1.2 million intrusive SMS from reaching Maxis and Hotlink customers. The Maxis Anti Spam platform addresses problems associated with "spamming" (unsolicited bulk SMS) and "spoofing" (unsolicited SMS with the sender's identity masked), which has plagued customers in the past due to bulk SMS perpetrators using international gateways to gain access to Malaysian mobile users.

Maxis' Chief Operating Officer Jon Eddy Abdullah said: "While customers have not been charged for receiving unsolicited SMS, spamming and spoofing are a nuisance, with the added danger of being misused by parties to make fraudulent claims and offers to unsuspecting mobile phone users."

He added: "Maxis is the first Malaysian mobile telco to install an anti-spamming solution."

"These are the measures we have put in place for the convenience of our customers and to protect them from unsolicited communications," said Eddy. "Our customers' best interests come first for Maxis, and we hope that these measures will help us serve them better. We are fully committed to the Government's strong drive for consumer protection."

Maxis and Hotlink customers may call the Maxis Customer Help Line at (03) 7492 2123 if they need verification of dubious SMS they may have received.