

19 January 2004

3 Hong Kong to roll out 3 Service on 27 January 2004

First in the world to deliver NEC c616 video mobile phones

80,000 of 3 online registrants can enjoy a host of exclusive offers

With the 3 Service, users can access a rich portfolio of multimedia content with just two clicks or receive updated information automatically throughout the day

3 Hong Kong will commence the 3 Service on 27 January 2004 and be the first operator in the world to deliver NEC c616 3G video mobile phones for the users to purchase and make service subscription, leading Hong Kong into the new third-generation video mobile communications era.

For users who are keen to explore the 3 Service, the 3Shop flagship store and 3ServiceCentre in the Aon China Building in Central will be opened from 24 January 2004 to allow them to experience first-hand 3's unique video mobile calling, as well as its rich content and up-to-the-minute information.

Those 80,000 registrants who have pre-registered with 3 online can further enjoy a host of exclusive offers if they purchase the video mobile phones and subscribe to the 3 Service at the 3Shop or 3ServiceCentre before 10 February 2004.

The 3 Service provides very easy-to-use applications and features. "TodayOn3" and "ExpressLink" are specially designed to enable customers to watch a multitude of updated video information and entertainment via just two clicks. "DailyExpress" will automatically deliver the latest news and entertainment directly to customers' video mobile phones throughout the day.

Simple and easy-to-use service provides instant access to rich information with one touch

3 video mobile communications services offer a multitude of video-rich information, communication and entertainment contents that cover every aspect of daily life. With the key principles of providing the "most updated, fastest and most comprehensive content", and in particular "most user-friendly service", 3 has specially designed the following unique features that make "information at one touch" a reality for users to watch needed information and entertainment, and to enjoy the fascinating video communications in a very easy way:

Rich information at one touch - By pressing the "Triangle" key on the 3 video mobile phone, users can enter "TodayOn3" and watch instantly the snapshots of the most interesting events of the day, including the latest news, financial updates, video highlights on sport, TV drama, movie, music, etc. To browse more, users simply press one key to enter into "3Grid" and enjoy other exciting content.

One touch to obtain real-time information via ExpressLink- ExpressLink provides fast links for users to obtain, via one touch, real-time information on traffic, Hang Seng Index, self-selected stock quotes and forex. Customers can also personalize the profiles of their ExpressLink.

Receive information automatically – Catering to the people with very busy life, "DailyExpress" is designed to automatically deliver the latest information on news, finance, sport and entertainment directly to the users' video mobile phones throughout the day. Users can also select their desired content to be received via the "DailyExpress" service.

3 features 19 channels for the easiest information browsing - 3 keeps customers entertained with the richest variety of contents which are grouped into 19 channels under the "3Grid" and allow users to choose their desired content at ease. Information and entertainment contents include: Football, Download, News, Finance, Movie, Music, Entertainment, Fashion, Games, Sport, Traffic, Weather, M-Card, Adult Content, Customer Services, M-Sites, etc. Below are highlights of the exciting contents:

- 24-hour up-to-minute mobile video news
- Up-to-date video financial news from local and international markets
- Video highlights of popular TV drama series
- Goal clips from favorite football teams
- Real-time video traffic conditions
- Movie trailers and music videos
- Original songs download

Personal interactive communication services include: VideoCall, WebCall, VideoMessaging, VoiceCall, Mail (Email, Voicemail, Faxmail) and HomeWatch.

Attractively priced tariff plans and fabulous benefits for 3 subscribers

3 is offering attractively priced tariff plans from just \$263 per month. All plans include generous voice and video call minutes, text, multimedia content/messages and wireless data. 3 users can enjoy 3's unique video mobile services with the state-of-the-art NEC c616 video mobile phone, priced from only \$3,9801. A number of accessories are bundled with the purchase of the video mobile phone, including standard battery, high capacity battery, 2-in-1 battery and mobile phone charger, headset, USB cable and CD ROM for PC synchronization. An additional ultra-high capacity battery and car charger will be provided to the users who subscribe to the high usage plans.

A host of fabulous offers for subscription of 3 Service

All users who subscribe to the 3 Service before 28 February 2004 will enjoy the following fabulous offers, including:

- Unlimited text and multimedia content² usage for the first two months, when subscribing to the \$533 tariff plan.
- Double text and multimedia content³ usage for the first two months, when subscribing to either the \$263 or \$383 tariff plans.
- Users can transfer their existing mobile numbers for use as their 3 mobile numbers free of transfer charges. Furthermore, all users who transfer their current mobile numbers and subscribe to the 3 Service before 28 February 2004 can enjoy an additional benefit – 50% discount⁴ on international video calls, roaming video calls, as well as international voice calls and roaming voice call and data usage for the first 3 months.

Additional benefits for early online registration

Those who have made online registration with 3 prior to midnight on 19 January 2004 can enjoy exclusive benefits apart from the above offers, when subscribing to the 3 Service before 10 February 2004. These benefits include:

- 111 free local video call minutes per month for three consecutive months.
- One free limited-edition 18K white gold diamond badge[#] valued at over \$1000, when subscribing to the \$533 tariff plan or purchase a pair of video mobile phones.

¹\$3,980 each for purchase of two sets or more, and \$4,380 for a single set

²Premium content charges still apply. "Stock and index text quotes" are excluded from this promotion. These will be charged to the "Text" entitlement in the tariff plan.

³Premium content charges still apply.

⁴These offers are subject to a combined maximum discount of HK\$300 per month.

[#]Diamond badges are limited to a maximum of three per registered customer.