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**3 Hong Kong partners with TVB to allow its users to be the first to watch popular TV series highlights, pop stars interviews, local and international video news on 3G video mobile phones**

Instant access a host of entertainment content and news in the most user-friendly way with two clicks

3 Hong Kong joins forces with TVB to be the first in Hong Kong to provide the latest and richest video-based TV entertainment content through 3G video mobile phones. TVB is the most popular TV channel and the largest producer of Chinese language television programming in Hong Kong. Video clips of popular TV series highlights, variety shows, celebrities' interviews, local and international news will all be available to 3 customers via video mobile phones in a very user-friendly manner, allowing users to easily get the most entertaining information simply by two "clicks" only.

Agnes Nardi, Managing Director of 3 Hong Kong, said, "TVB has produced a lot of well-acclaimed TV programmes over the years. We are delighted about the co-operation with TVB to allow users to watch the most updated TV programme highlights in a very user-friendly manner by combining 3's video streaming technology with TVB's richest entertainment and news content. 3 video mobile phones is a medium for enjoying a host of TV entertainment on the go. We are confident that this new TV entertainment service on mobile will fast become part of users' everyday life."

Mr Shin-Keong Cheong, Assistant General Manager - Television Broadcasting, Television Broadcasts Limited said, "3HK's state-of-the-art video streaming technology has transformed the mobile phone from a communication tool to a revolutionary device for information and entertainment. 3 is unique for its user-friendliness, allowing users to instantly watch important news and amusing entertainment content anytime and anywhere. We welcome the advent of this new technology and will continue to work closely with 3 to develop even more exciting content."

TVB is one of the entertainment and news content providers of 3. With 3 video mobile phone, subscribers can actually view the most magnificent mobile entertainment content. This include:

- Daily and weekly highlights and preview of TV series. 3 subscribers can now review the hottest TV drama at one go and also keep track of the latest programme development.
- Highlights of major variety shows. For example, the highlights in the latest TVB Variety Shows - users can view excerpts of "Unforgettable Classic by Nat Chan, Flora Chan and

Bernice Liu", "Eric Tsang & Ronald Cheng Live in Virtual Space", "The Evergreen Tit Tat by Nancy Sit and Woo Fung " and much more.

- Interviews of celebrities, pop stars and idols let 3 subscribers keep tabs on the hottest issues in town. "Special program in memory of Anita Mui", "Interview of Cecilia Cheung in TVB music program", "Denise Ho, Stephy and MC playing war game", and much much more are now specially presented for viewing on 3 video mobile phones.

Subscribers can also get the first hand and in-depth news reports from TVB Jade and TVB Pearl, which caters for the needs of both local users and expatriates in Hong Kong. Now with the 3 video mobile phones, subscribers can keep abreast of the latest and most comprehensive world news anywhere, anytime.