

20 January 2004

3 Hong Kong and Metro Radio jointly provide Hong Kong's first multimedia broadcasting service on video mobile phones

Simply by two clicks to view comprehensive financial and entertainment news in the most user-friendly way

3 Hong Kong joins hands exclusively with Metro Radio to be the first in Hong Kong to bring the multimedia broadcasting service on video mobile phones. With the advanced 3 video mobile phone, subscribers will be able to view a host of financial, current affairs and entertainment news from Metro Radio, including latest video financial updates via 3's "DailyExpress" service, interviews with top business leaders and entertainment celebrities.

Ms. Agnes Nardi, Managing Director of 3 Hong Kong said, "Metro Radio has long been a close partner to Hutchison Telecom. Leveraging the groundbreaking 3G technology and Metro Radio's innovative capability in program production, this new cooperation has successfully transformed radio broadcasting to multimedia broadcasting, making Metro Radio's video and audio broadcast content available to 3 subscribers while they are on the go. We believe this will bring an extraordinary experience and unprecedented convenience to our customers."

Mr. Kam Kwok Leung, CEO of Metro Radio said, "It's our pleasure to be the first medium providing multimedia broadcasting service to 3 in Hong Kong. Metro Radio delivers various kinds of information to meet the needs of audience. With 3's innovative video mobile services, 3 users can view our latest valuable financial, current affairs and entertainment news while on the move, no matter where they are and throughout the day. 3 technology, not only is a breakthrough in telecommunications industry, but also can significantly widen the scope of radio broadcasting in Hong Kong. Pioneering the provision of multimedia broadcasting services for mobile users in Hong Kong, Metro Radio devotes efforts to produce high standard content, and believes 3 can bring Hong Kong news to the world with greater efficiency and effectiveness."

Metro Radio will provide different types of financial information to 3 subscribers, including:

- Daily video financial news and stock market information via 3's "DailyExpress" service.
- 3 users can view video clips of the popular program "Best with the best", in which top business leaders from different industries such as Joseph Yam, Michael Tien and Pansy Ho will share their views about the economy and the development of their specific industry.
- Up-to-date financial news, professional stock market commentaries and other local and international news for 3 subscribers who need latest information at their fingertips.

Subscribers can also get the most updated entertainment news in town from Metro Radio through their 3 video phones, such as interviews of popular idols like Andy Lau, Kelly Chen, Andy Hui, Sammi Cheng, Gigi Leung and Shine at the recent Metro Hit Awards 2003.