

3 March 2004

3 Hong Kong's Celebration on 3 March

3 Cars Bring Surprises with Free 3 Video Mobile Phones Giveaway

3 March is a memorable day for 3 Hong Kong. Last year, 3 Hong Kong rolled out 3 website to keep Hong Kong people abreast of 3G development. This year, 3 Hong Kong celebrates by organising a special promotion – offering all people the opportunity to get free 3 video mobile phones while taking a selected 3 car.

Over the past month and more, one hundred 3 cars shuttle across the territory. This symbolises 3's extensive network coverage in Hong Kong. 3 Hong Kong will choose three among its 3 cars every day for this promotion during the period of 4 - 6 March, 2004. Featured with a 3 video mobile phone, each 3 car will receive a video call from 3 Hong Kong at 3:15 pm every day during the promotion period. The passengers who answer these video calls in the cars will each receive a NEC c616 video mobile phone and enjoy free 3 Services for three consecutive months. Family and friends who accompany the lucky winners in the cars will also be awarded a \$500 coupon each for purchasing 3 video mobile phones. Cookies, the popular band, will act as ambassadors and make a video call to a 3 car in one of the promotion days.

Mrs Agnes Nardi, Managing Director of 3 Hong Kong, said, "3 website well demonstrates the excitement of the new 3G arena and inspires Hong Kong people's interest in 3G services. The roll-out of 3 Services early this year has succeeded in attracting customers from different segments with about 70% from the age group of 18 to 40. These new and innovative video mobile services are well-received with financial updates, news, music, football and movie content topped the list. 3 customers most prefer the video calling and video contents. About 95% of them had tried out our video call service and browse different video contents. We will continue to enrich our service contents and promote wider adoption of 3G services in Hong Kong through various channels."