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3 brings new attractions for premium NEC c616 - special handset offer, new and enhanced batteries, unveils a host of compelling content on live TV and football

- Fabulous \$1,980* handset offer on NEC c616
- New 1800 mAh and 1100 mAh batteries which are thinner with much enhanced capacity
- New video-to-voice minute conversion plan
- Hong Kong-first real-time streaming of 24-hour TV channel on mobile –Phoenix InfoNews and Yes TV Plus' Soundtrack Channel
- Exclusive video highlights of selective football matches from the Italian Football League Serie A

3 Hong Kong today announced many new attractions for purchasing the premium NEC c616 video mobile phone – a new \$1,980* handset offer, new 1800 mAh and 1100 mAh batteries with enhanced capacity. 3 also brings a multitude of exciting new content, including a 24-hour "Live TV" channel and exclusive video highlights of selective football matches from the Italian Football League Serie A.

New 1800 mAh and 1100 mAh batteries

At a press conference today, Hutchison Whampoa Limited Group Managing Director and 3 HK Chairman Mr Canning Fok unveiled the newly developed and more powerful 1800 mAh and 1100 mAh batteries. "We have been making significant progress on battery development. The 1800 mAh battery designed for the heavy users is thinner and lighter than the previous extended battery (1700mAh) and the 1100 mAh battery is almost as thin as the standard battery but with 40% higher capacity catered for the normal users. Together with the latest software, the overall improvement is over 60%. So customers can talk and watch content more freely on their video mobiles."

The new 1800 mAh battery provides much enhanced performance with 277-hour standby time, approximately 5-hour talk time and 3-hour video call time#. The 1100 mAh battery provides 169-hour standby time, approximately 3-hour talk time and 2-hour video call time#. With the support of NEC, each customer who purchases the NEC c616 video mobile phone will be provided with both 1800 mAh and 1100 mAh batteries free of charge.

Fabulous \$1,980* handset offer on NEC c616

Another new attraction is the introduction of a fabulous \$1,980* handset offer. Agnes Nardi, Managing Director of 3 HK, said, "With the support of NEC, now customers can enjoy another option of purchasing a NEC c616 at only HK\$1,980* with contract, or they can still choose the current offer of \$3,980 without contract. This new offer provides another attractive proposition for sharing the fun of using our 3 Service. An existing customer who has previously purchased a NEC c616 at \$3,980 or above will have an option to get an

additional NEC c616, provided that he signs contracts for both handsets."

Mrs Nardi added, "We also offer a handset instalment plan, with which the customer only needs to pay as little as \$110 plus service fee for each month during the contract period without any up-front payment. So now everyone can enjoy very affordable entry to 3 Service. "

New video-to-voice minute conversion plan

"To enable our customers to get the greatest value, we also introduce a video-to-voice minute conversion plan. With a monthly fee of just \$10, customers can fully utilize the unused video minutes for voice usage with one video minute exchanged for five voice minutes," said Mrs Nardi.

NEC c616 is the first and premium 3G video mobile phone offered by 3. It features a slim, cutting edge style, and supports a host of advanced features such as video calling, MPEG4 video streaming, video messaging, MP3, POP3 & IMAP4 email access, Java application download, Global Positioning Satellite technology, Bluetooth connectivity, memory card support, 65K colour screen, dual display and camera light. As part of its commitment to provide the superior service quality to the customers, 3 offers a life-long guarantee for software enhancement, so as to ensure maximum customer satisfaction. 3 customers can rest assured that the capability of their 3 video mobiles is always updated, giving them the latest features and performance.

Hong Kong's first 24-hour real-time mobile TV channel

Mr Fok demonstrated several compelling new content offerings available to 3 HK users. "Today we are very excited to deliver Hong Kong's first live streaming service of 24-hour TV channel on mobile phones under our new channel called "Live TV". This certainly marked a remarkable leap forward by bringing real-time TV infotainment to mobile dimension. "

Phoenix InfoNews^ and Yes TV Plus' Soundtrack Channel^ are the first TV channels in "Live TV". 3 users can watch Phoenix InfoNews on their video mobiles for current affairs and financial news from Mainland China, Taiwan, Hong Kong and the world. The Yes TV Plus' Soundtrack Channel features the hottest music videos from the movies and television, interviews with celebrities and the latest movie news from Hollywood.

Exclusive video highlights for selective Italian Serie A football matches

"3 has also obtained the exclusive right to bring to our Hong Kong customers video highlights of selective football matches from the Italian Football League Serie A," Mr Fok added. "3 customers can keep abreast of match scores & results and watch highlights from the best matches specially chosen for 3. This is in addition to the English Premier League and UEFA Champion League matches which 3 is already bringing you."

Mrs Nardi said: "With the introduction of new batteries and pioneering products and contents, 3 HK is consolidating its leading position in the 3G market. We are confident that the 3G community in Hong Kong

will be further expanded, enabling customers from all market segments to enjoy the rich world of 3G video mobile communications."

Remarks:

* contract terms apply

The reference of the battery performance is provided by the manufacturer

^ A \$15 monthly subscription fee is applicable for each channel and video minutes will be deducted per minute streamed