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3HK heats up 3G euphoria with the launch of Motorola A835; tailored handset bundle offer of \$498 with \$123 monthly plan exclusively for A835 customers; enticing new "Dining" and "Comedy" channels

- Motorola A835 handset is launched in Hong Kong with an incredible HK\$498 offer
- Tailored HK\$123 monthly plan exclusively for purchase of the Motorola A835
- New "Dining" channel provides a comprehensive dining guide to find the hottest restaurants and special cuisine
- "Comedy" channel amuses people every day with a new comedy video

3 Hong Kong today announced further enrichment of its video mobile phone and content portfolio with the launch of the Motorola A835, its fourth 3G video mobile phone that ties in exclusively with a tailored HK\$123 monthly plan. In addition, the new "Dining" and "Comedy" channels provide easy access to dining information and entertainment via 3 video mobile phones.

Motorola A835's tailored handset bundle offer of \$498 with \$123 monthly plan

At a press conference today, Mrs Agnes Nardi, Managing Director of 3 HK, unveiled the Motorola A835 video mobile phone with a fabulous introductory offer of HK\$498 (Original price: HK\$3,180) each with contract. This offer is available for the first 10,000 units of A835.

"The Motorola A835 further enhances our video mobile phone portfolio in Hong Kong and offers more handset choices for the mass consumer market. With the support of Motorola, 3 is bringing a special promotion on the Motorola A835 with the tailored handset bundle offer of HK\$498 and HK\$123 monthly plan, which will certainly appeal to the interested users and enable a faster adoption of our 3 Service. More and more people will be able to enjoy the benefits brought by the advanced 3G technology," Mrs Nardi said.

Mr Simon Leung, Senior Vice President of Motorola Inc. and President of Motorola Hong Kong Special Administrative Region, introduced the unique features of this new 3G phone, "The Motorola A835 is dual-mode (3G/2.5G) and dual language (English/Chinese) enabled with quad-band (UMTS and GSM triband) capability. Its industry-leading features include video calling, MPEG4 video streaming, video messaging, MP3, POP3 & IMAP4 email access, Java application download, Bluetooth connectivity, Global Positioning Satellite (AGPS) enabled, 65K colour screen and dual VGA cameras."

Mrs Nardi added, "In line with the launch of Motorola A835 in Hong Kong, 3 tailors a special promotion that offers the HK\$123 monthly plan for easier entry to 3 Service. Customers who purchase the Motorola A835 can exclusively enjoy this special plan which provides a bundle of 550 voice minutes, 100 video minutes, 50

multimedia content and 30 text content. In addition, customers are entitled to a HK\$100 handset discount for purchase of the second Motorola A835 or pair-up purchase with any other 3 handset model. This special tariff plan and handset discount will certainly attract the consumers who require lower usage to upgrade their 2G/2.5G service to 3G."

Comprehensive dining information from the "Dining" channel

Mrs Nardi also showcased the new "Dining" channel on 3. "Dining" channel is a unique mobile restaurant guide with video clips of specially selected restaurants' environment and special dishes, plus other useful information such as addresses and average expenses. Customers can actually see and feel the atmosphere of the restaurant via 3 video mobile phones before going to their selected restaurants. "Dining" channel provides comprehensive and weekly updated dining guide. Customers can enjoy the greatest convenience in searching for their favourite restaurants and making reservation instantly.

In the near future, 3 will introduce a new "Chua Lam Channel" in which customers will be able to obtain the professional recommendations on restaurants and menus from well-known gourmet Mr Chua Lam. "Chua Lam Channel" will also feature Mr Chua's daily articles and Q&A content with his fans.

"Comedy" channel makes you laugh heartily

Mrs Nardi also unveiled the new "Comedy" channel which is designed for relaxation and fun. "3 understands that most Hong Kong people lead a hustle-and-bustle of life. The "Comedy" channel, which features a wide variety of comedy video content including babies, animals, amateur sports, weddings and much more, lets people take a break in their busy life to enjoy a good laugh. Every day, our 'Comedy' channel will deliver a new comedy video to make you laugh heartily and relax," Mrs Nardi said.

Remark

3 customers can access the text information provided by the "Dining" channel for free. When streaming or downloading a video clip from the "Dining" or "Comedy" channel, only one "M" video content will be deducted from the "Multimedia Content" entitlement in the monthly plan.