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3 enriches its music portfolio further with Jacky Cheung's new music videos and songs from "Life Is Like a Dream", plus unique Universal MV Cards for expressing feelings

3 HK and Universal Music Limited today announced the delivery of the latest full-version music videos and original songs from Jacky Cheung's newly released album - "Life Is Like a Dream" on 3's music portal, allowing 3 customers to stream music videos on their video mobile phones at will. New Universal MV Cards featuring canned video messages from the hottest singers will also be available for greeting or sharing feelings with friends.

3 HK Managing Director Mrs Agnes Nardi said, "Thanks to Universal Music, we are excited that 3 has taken the lead to provide Jacky's latest music videos and songs in a mobile environment, further enhancing our rich music portfolio. Leveraging on the new advances in 3G technology, 3 always stays in tune with the trends, delivering a host of hits from famous local and international singers and enabling our customers to enjoy the latest music releases."

The latest MVs from Jacky Cheung on 3

This is music to the ears of all Jacky's fans. Now with a 3 video mobile phone, they can watch Jacky's latest music videos in full version and listen to original songs from their idol's newly released album – anytime anywhere. Jacky Cheung's music content can be accessed from the "Universal Music Channel" on 3's music portal via video streaming.

The Universal Music Channel on 3 is the first to offer streaming of music videos that coincide with the launch of the latest music videos. 3 customers can enjoy a best-value music package with a HK\$25 monthly plan that delivers a library of full-version music videos and original songs of favourite artists provided by Universal Music Limited. When streaming a music video or a soundtrack, only one "M" video content unit will be deducted from the "Multimedia Content" entitlement in the monthly plan and no additional premium content surcharge is required.

Surprise someone special with Universal MV Cards

In addition, Universal Music will introduce MV Cards early next week that feature canned video messages from pop singers for 3 customers to download from 3's "Music" or "M-card" channel and send to their friends. The service is the first of its kind in the territory. All Universal Music MV Cards are specially designed for customers to send a greeting or surprise to their friends or relatives, or simply share feelings. The first batch of MV Cards will feature special messages from Jacky and Emme. Each card is charged at just HK\$9 plus one "M" video content unit deducted from the "Multimedia Content" entitlement in the monthly plan.