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### **3 Hong Kong Unveils the Second Wave of Meet3 Interactive Customer Event- "Meet3 - Go Athens"**

Pop idol Alex Fong joins with 3 customers to embrace Athens euphoria New 3Care Channel delivers comprehensive customer services

3 Hong Kong today unveiled the second wave of Meet3 Interactive Customer Event - "Meet3 - Go Athens", and provided an enjoyable venue for participating customers to share the excitement of using the 3 video mobile phones, following the hosting of the widely acclaimed and the industry's largest customer communication party - "Meet3 - Summer Million Fun" last month. In line with the euphoria for Athens Olympic Games, 3 Hong Kong launched the new "Go Athens" Channel during today's event, honoured with the presence of pop idol Alex Fong as the special guest to introduce the enticing new content in the "Go Athens" Channel.

"Meet3 - Go Athens" was the second Meet3 activity presented by 3 Hong Kong, attracting about two hundred 3 customers and attended by famous DJ Kwok Wai On as the event's MC. Athlete and pop idol Alex Fong was invited to join with "jidou", the main actor of "jidougames Cartoon" which is available in the Cartoon Channel of 3 Portal, to meet with 3 customers and introduce the amazing content in the "Go Athens" Channel. The event was a great success, featuring a festive atmosphere and culminating in a joyful "Follow Me, Follow U" location-based game played by Alex and the participating 3 customers.

#### **3 customers to embrace the Athens euphoria in the new "Go Athens" Channel**

In line with the euphoria for Athens Olympic Games, 3 Hong Kong launched the new "Go Athens" Channel during today's event, honoured with the presence of pop idol Alex Fong as the special guest to introduce the fascinating content in the "Go Athens" Channel. This new channel provides 3 customers with daily results and medal standing updates reported by Alex Fong via the "Daily Express" service. "Athens Express" service allows customers to obtain games news, real-time match results and latest medal standing information. "Athens Instant Alerts" delivers the most updated games news. "China Athletic Interview" features video interviews with the famous Chinese athletes. "jidougames" brings a host of exciting new cartoon videos. In addition, customers can download the music videos of the Olympic torch relay song "Pass the Flam" and Alex Fong's Cantonese version via their 3 phones.

Now 3-3G- and 3-Dualband- customers who subscribe to "Athens Express" service can enter the lucky draw and have a chance to win a \$5,000 travel package or Athens official souvenir. Those who view a series of 15 jidougames cartoon videos during the promotional period can also receive a free jidoudunk vinyl figure. View more to get more!

### **New "3Care" Channel delivers comprehensive and quality customer services**

At the "Meet3 - Go Athens", a number of 3 ambassadors were designated to introduce the newly launched "3Care" Channel which delivers highly personalized customer services anytime anywhere and fabulous discount offers. 3 Hong Kong specially presents 3EverydayCard with a completely new design for 3 customers to enjoy a variety of exclusive privileges and benefits, including terrific discount offers from over 80 merchants for shopping in over 800 hotspots across Mainland China, Hong Kong and Macau. 3EverydayCard fully caters to the diversifying needs of 3 customers. From now, customers can also keep abreast of the latest EverydayCard offers and enjoy the benefits by instantly downloading the daily-refreshed MMS coupons - "Everyday Coupon". In addition, 3 customers can learn to use the various functions of their video mobile phones, check bill information, view Meet3's event photos and 3's TV commercials via this new Channel.

Mrs Agnes Nardi, Managing Director of 3 Hong Kong, said, "The Meet3 interactive customer event hosted by 3 Hong Kong last month was enthusiastically received by our customers, playing a key role in enhancing the customers' understanding on 3 video mobile phones and new services, as well as bringing us and our customers much closer together. Today we take great pleasure in welcoming about 200 customers to take part in this "Meet 3 - Go Athens" party, well demonstrating our customers' keen support and recognition on our quality customer services. We will continue to host different types of customer communication programs to collect the candid opinion from our customers, with a firm commitment to providing the highest level of customer satisfaction and the best level of services that fully suit the customers' needs."

Agnes added, "With the launch of the new 3Care Channel, 3 customers can now download MMS coupons via their video mobile phones, enjoying fabulous privileged offers in various fashion, dining, living, travel and entertainment categories. They can also learn how to get the most out of their video mobile phones from this Channel. It is always our mission to provide every 3 customer with more exclusive privileges and add colour to their life by leveraging on the cutting-edge 3G technology and the best level of customers services."

Apart from the presence of pop idol Alex Fong as the special guest, today's exciting event was joined by six 3 customers who scored the highest accumulated points in the previous "Summer Million Fun" interactive video quiz game. At today's quiz contest, they were competing for the grand prize of "Summer Million Fun" - Sony 42" TV set and other superb prizes. The audience was particularly fascinated by the exciting contest and the festive atmosphere. All participants of "Meet3 - Go Athens" party were each awarded a new 3EverydayCard, being the first to enjoy all the privileged offers.

3 Hong Kong will continue to bring unlimited fun and enjoyment to our privileged customers with more exciting activities and enticing benefits.