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3 Hong Kong partners with China's leading content providers to deliver GoChina channel

A wide range of innovative mobile services offer latest information on Mainland China anytime, anywhere

- 3 Hong Kong partners with 10 leading mobile content service providers in Mainland China to deliver GoChina channel, providing 3-3G- customers with a rich portfolio of China information and entertainment

- GoChina channel is packed with quality contents. TOM.com, Sina News Centre, Handinweb China Stock Info Service and MSTAR.TV provide news, entertainment and financial data on Mainland China. Tencent QQ paves a new way for 3 customers to make friends. KongZhong Dream Work and Any8 Color Wallpaper offer colourful pictures and graphics with a tint of Chinese flavour. Digifun and Coolrd boast some of the mainland's hottest and latest Java games. The duo will be joined by another Java games provider Magma-digital.com soon

- From today until 26 October, customers subscribing to Sina News Centre, Handinweb China Stock Info Service or Tencent QQ of GoChina channel will enjoy free subscription for the first month

3 Hong Kong today partners with 10 leading mobile content providers of Mainland China to deliver its content-rich GoChina channel. The new channel allows 3 customers to get hold of up-to-the-minute news covering business, technology, sports, entertainment and military in no time. Unique colour wallpapers and Mainland China's most popular Java games are also available for downloading. Want to make new friends via mobile phones? Look no further than the instant messaging client on the all-embracing channel. Meanwhile, 3 Hong Kong will soon provide 3-Dualband- and Hutchison Telecom Macau mobile phone users with GoChina channel as well.

3 Hong Kong Managing Director Mrs Agnes Nardi said:"3 Hong Kong is honoured to have joined hands with the ten top mobile content providers of China in launching GoChina channel. From now on, 3 Hong Kong's customers can enjoy a variety of Mainland China information and entertainment via their handsets."

"The social ties between Hong Kong and the mainland are getting closer each day. People commute between both places more frequently, thus creating a strong demand for up-to-date China information. The launch of GoChina channel has not only enriched 3's mobile information contents, but also provided customers with a quick and easy access to latest China information. We will

continue to identify successful mainland content providers and strive to serve 3 customers even more quickly and efficiently with the most current China information and entertainment," said Mrs Nardi.

Entertainment - latest from Mainland China, Hong Kong and Taiwan

TOM.com provides rich entertainment contents. 3 customers can watch first hand interviews of celebrities of Mainland China, Hong Kong and Taiwan on their mobile phones. They can also instantly obtain news of local stars. Through TOM.com, users may tune into the animation world to share in the creativity of mainland original animated videos. The contents of TOM.com are provided by TOM Online Inc., a leading mobile internet company in China. It operates one of the most successful internet portals in Mainland China and is dedicated to providing entertainment and lifestyle information for the young and trendy generation.

Mainland and world-wide news - updated round-the-clock

Sina News Centre provides 24-hour instant news, allowing customers to fully monitor real-time mainland and international news, covering finance, technology, sports, military, entertainment and society. The contents of Sina News Centre are synchronised around-the clock with Sina.com. Sina News Centre is a service of Sina.com, a leading value-added information service provider, delivering both online and wireless interactive media content in China.

Friends and contacts - via the QQ interface

Tencent QQ is one of the hottest internet instant messaging clients in Mainland China. It has more than 300 million subscribers. 3 Hong Kong has partnered with Tencent to provide Mobile QQ functions on mobile phones. By downloading the Mobile QQ client, 3 customers can open up a gateway to 300 million plus QQ users in the mainland, Hong Kong and Taiwan. Mobile QQ provides functions like message sending and receiving. It can make instant search for QQ contacts in 34 regions.

China stock prices and trading - all via mobile phones

Handinweb China Stock Info Service provides real-time stock streaming of Shenzhen and Shanghai A and B markets, chart analysis and trading services. It incorporates first-hand analysis on stocks, funds and bonds. Handinweb China Stock Info Service is provided by Netgen Inc., a leading provider of financial information and mobile stock trading technology in China. From now on, 3 customers can keep track of China stock market trends on mobile and take advantage of the best investment opportunities!

Military and golf - fans get latest thrills

Hong Kong military and golf enthusiasts will be thrilled by the contents provided by MSTAR.TV on 3 video handsets. On the military channel, both overseas and China's latest military information can be found in video formats. Air, sea and land weapons, famous military personnel, battles and new

military developments will be introduced. The golf channel shows the magic-dose of playing golf. MSTAR.TV is a mobile streaming video platform focusing on culture and entertainment. Its contents are provided by Guangzhou Jinhong Media Communication Co. Ltd.

Unique wallpaper with Chinese flavour

3 customers can download special Chinese flavour wallpapers from KongZhong Dream Work and Any8 Color Wallpaper to fully personalise their handsets!

KongZhong Dream Work is provided by KongZhong Corporation, with more than 600 colourful wallpapers including traditional Chinese paintings, Beijing opera masks, scenic spots, animal and plants, Japanese and Korean celebrities and cars. All the images are updated regularly. KongZhong.com, a wireless value-added service provider, is dedicated to developing wireless services for mobile phone users. The number of downloads from their site ranks top in China.

Any8 Color Wallpaper is provided by Any8 Limited. Over 1,000 pictures and graphics featuring Chinese sport stars, Chinese paintings, cartoons, beauties, animals and plants, sceneries, and the ocean world are available for downloading. Any8.com, a mobile value-added service provider in China, is dedicated to using SMS, WAP, MMS, and IVR technologies to provide ring-tones, original sounds, graphics, interactive media, music and data. It is a leading brand of wireless entertainment and interactive media services in the mainland.

Hot games add spices to life

3 customers can easily download a wide range of popular Java games of Mainland China from DigiFun and Coolrd. DigiFun is characterised by games requiring wisdom or historical knowledge. Examples are "Sanguo", a tactical game and "Devildom", a role-playing game. Coolrd provides interesting and creative games such as "Bush Fighting", "Sea Battle" and "Tarot". Games of DigiFun are provided by DigiFun Mobile Entertainment (Shenzhen) Co. Ltd., a company well experienced in providing wireless entertainment. Coolrd games are provided by Guangzhou's Altra Information Technology Ltd., an entertainment and value-added services provider. Magma-digital.com, one of the leading wireless entertainment application providers, will join the duo in supplying Java games shortly. Magma-digital.com owns the largest number of own-brand products. Many of its games are well received in the mainland market.

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