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**3 Hong Kong presents its 3-3G- and 3-Dualband- users with exclusive video mobile contents, comprehensive match information and prize game for "Watsons Water Champions Challenge 2005"
Outstanding performance of 8 world-class female tennis players can be viewed anytime anywhere**

The well-known annual tennis tournament—"Watsons Water Champions Challenge 2005" will be played from 5-8 January 2005, at the Victoria Park in Hong Kong. As the Official Mobile Communicator of this event, 3 Hong Kong renders full support and exclusively offers video mobile contents including match highlights and player interview videos for 3 users. A full range of match information is also delivered, including live score and results, match fixture, player profile, player wallpaper download service and ticket hotline information. In addition, 3 users can join a special prize game to win fabulous prizes. All tennis fans will be thrilled to watch this great tournament and keep up with the latest match results via their handsets anytime and anywhere.

Exclusive match highlight videos capture the remarkable performance of world's top players

Leveraging on the cutting-edge mobile video streaming technology, 3 is the exclusive mobile operator in Hong Kong to provide 3-3G- users with match highlight videos for the eleven matches of this tournament. In the next day afternoon following each match, users can watch the remarkable performance of the tennis stars on their video mobile phones, simply by entering into the "Sport" channel and access the "Watsons Water Champions Challenge 2005" section. Users will be excited to see so many elite players in action, as if they are on the site. \$M will be deducted from the tariff plan for each video streamed.

Exclusive player interview videos

"Watsons Water Champions Challenge 2005" boasts an impressive line-up of world's top-class female tennis players. This year, the tournament organizer specially arranges interviews with six top stars, including Maria Sharapova, Venus Williams, Serena Williams, Svetlana Kuznetsova, Amelie Mauresmo and Elena Dementieva. In the interview, the players will disclose something about their daily life and interests, allowing their fans to know more about their idols. Apart from TV media, the player interviews can now be watched on 3's video mobile phones. \$M will be deducted from tariff plan for each video streamed.

Full range of match information available at the users' fingertips

3 provides tennis lovers with a full range of match information before or during the tournament. From now, 3's 3G and 2G customers can use their mobile phones to access the profiles of eight participating tennis stars, including Maria Sharapova, Venus William and other players. The player profile is available in text and images, enabling users to get full details of the player's biography and strength. Users can also download the photos of selective stars as handset wallpaper, as well as obtain match fixture and ticket hotline information wherever they are, without missing any exciting match.

In addition, from 5-8 January 2005, 3 users can obtain live scores and results anytime anywhere via their handsets during the match takes place, keeping abreast of the latest match results and their favorite star's score. 3 Hong Kong will also have an exhibition booth with service demonstrations at the "Tented Village" of the Victoria Park's main court to allow the audience to experience the excitement of using 3's innovative services.

To enjoy live scores and results, player profile and match fixture services, 2G customers need to pay only GPRS mobile data service charge, while 3-3G- customers are free of charge. For player wallpaper download service, 3-3G- users are charged at \$M from tariff plan for each downloading, while 2G customers are charged at only one SMS or deduct one SMS from the service package.

Use 3 handsets to join prize game with a chance to win fabulous prizes

From now till 8 January 2005, 3's 3G and 2G* customers can join a quiz game with their handsets and stand a chance to win fabulous prizes. Simply submitting a correct answer to the match-related questions of the quiz game, users can enter into the lucky draw. One lucky winner of grand prize can win a Canon IXUS 40 digital camera and a Canon PIXMA iP3000 direct photo printer, valued at over \$4,000. Other thirty winners of consolation prizes will each be awarded one set of limited-edition "Watsons Water Champions Challenge 2005" watch. Don't miss out. For each answer submission, 3-3G- customers are charged at \$T from tariff plan, and 2G customers need only pay one standalone SMS fee or deduct one SMS from the service package. There is no limit for answer submission. For details, please call 3 Customer Hotline on 3162 3333 °

**Only applicable to 2G users who are using WAP and xhtml-enabled handsets.*

***List of winners will be published on The Standard and Sing Tao Daily News on 7 February 2005.*