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3 Hong Kong Won the Best of Mobile Phone Operator Award in “PCM Best of I.T. Award 2004”

3 Hong Kong won the Best of Mobile Phone Operator Award in the “PCM Best of I.T. Award 2004” organised by PC Market, a local information technology magazine, in recognition of its high-quality mobile phone network, wide choice of handset models and rich video contents. The award further consolidates 3's leadership position in Hong Kong's mobile communications market. 3 Hong Kong will continue to spearhead the development of mobile communication services in Hong Kong, and to provide customers with the best quality in mobile services.

3 Hong Kong is the largest mobile service provider in Hong Kong, and is the first to launch world-class 3G services in Hong Kong in January 2004. 3 is now working with more than 120 partners to provide customers with the richest possible video information contents, reflected in its 33 channels that encompass all aspects of living, covering news, finance, soccer, location services, movies, music, entertainment, dining, sports, traffic, weather, and more. Additionally, 3 Hong Kong is providing customers with the widest choice of video mobile phone models in Hong Kong, currently with 14 handset models and 24 colour choices, as well as data cards which support the UMTS/GPRS standard.