

27 January, 2005

### **3 Hong Kong celebrates its first anniversary - Leon Lai joins 3 in its celebration party - "Meet3 In Touch - Celebration of 1st Anniversary and a Colourful New Life"**

Presents the new "1st Anniversary of 3 - Reward" portal, "New Life Every Day" lucky draw and Asia-first mobile version of BLOOMBERG TELEVISION in appreciation of the customers' valuable support

- With 3G service rolled out for a full year, 3 Hong Kong has been providing customers with the territory's best 3G services - the largest range of video mobile phones, the most comprehensive network coverage and the richest video contents

- 3 Hong Kong celebrates its first anniversary of 3G service rollout with a large celebration party entitled "Meet3 In Touch - Celebration of 1st Anniversary and a Colourful New Life", with Leon Lai and 3-3G- customers invited to enjoy a festive evening

- Launches the "1st Anniversary of 3 - Reward" portal brings a variety of FREE download contents as a token of gratitude to customers' continuous support

- New and existing customers can automatically enter the "New Life Every Day" lucky draw. A wonderful range of prizes that cover every aspect of daily life will be presented every day over a period of 33 days, in appreciation of the customers' support

- Partners with BLOOMBERG to launch Asia's first mobile version of BLOOMBERG TELEVISION, giving customers immediate live access to global financial news, 24 hours a day

Today marks 3 Hong Kong's first anniversary of 3G service rollout. Over the last year, 3 Hong Kong has led the local mobile market with the largest portfolio of video mobile phones - 14 models and 24 colour choices plus a 3G/GPRS-enabled data card; the best network coverage - over 3,300 radio stations, over 99% coverage in the business and residential areas, and full MTR Island Line coverage; the richest video contents - 33 video service channels with over 120 content providers from all over the world, catering for every facet of daily life.

3 Hong Kong, in celebration of its first anniversary, specially presents the fourth customer gathering event with the theme, "Meet3 In Touch - Celebration of 1st Anniversary and a Colourful New Life", at 7pm tonight at the Main Concourse of Ocean Terminal in Tsimshatsui, sharing the joys of first anniversary with customers. Honoured with the presence of pop star Leon Lai, the main actor of 3's TV commercials, this festive event will be kicked off with the birthday cake

cutting ceremony officiated by 3 Hong Kong's Managing Director Ms Agnes Nardi, Leon Lai and other directors. Congratulate 3 Hong Kong a more successful year ahead to achieve remarkable customer growth and a prosperous business, and continue to lead the mobile development in Hong Kong.

The whole evening will be a great fun for all, with Leon Lai playing exciting games with 3 customers. A red packet and an autographed poster by Leon Lai will be awarded to the game winner. 3 customers are also able to preview Leon's special video clips for the Chinese New Year during the event. All customers will be in the festive mood for a memorable night with their idol and will be delighted to bring home with Leon Lai's autographed CD and other gifts. More importantly, they can stay updated on the latest compelling services and contents offered by 3.

Ms Agnes Nardi, Managing Director of 3 Hong Kong, said, "Today marks 3 Hong Kong's first full year of 3G operation. As the first operator in Hong Kong to roll out 3G services, we have successfully opened up the 3G video mobile market and spearheaded the 3G development in the territory over the last year, bringing forth the best 3G network, the largest selection of 3G video mobile phones and the richest video contents to all walks of life. 3 seamlessly enriches our everyday life with fascinating video mobile delights. Thanks to the tremendous support from the public, we have expanded our customer base to 220,000 within only a year's time. We would like to pay special tribute to our customers and our business partners for their valuable support."

Ms Nardi added, "As part of its ongoing commitment, 3 is constantly devoted to perfect its network quality, video phone choice, service content and customer services, with the mission to achieve the highest rank of quality, professionalism and competitiveness to the best customer satisfaction. 2005 will be a year of rapid growth for our 3G business, and in particular a year of fast expansion for the local 3G community and increasing popularity of the video mobile communication in Hong Kong. 3 Hong Kong will continue to be the market leader with a distinctive range of video mobile phones and video contents for customers to fully experience the excitement of 3G video mobile communication."

**New "1st Anniversary of 3 - Reward" portal offers an impressive array of FREE download content to celebrate 3's first anniversary**

To celebrate its first-year birthday, 3 Hong Kong offers a series of FREE download content. From now, 3-3G- customers need simply use their video phones to access "1st Anniversary of 3 - Reward" in "TodayOn3" section, and they can enjoy a variety of download services for FREE. These include delicate wallpapers featuring 3's latest TVC and 3 logo, ringtones, "Hello" Ring and special M- Cards with pop idols' lucky "good health" blessing, adding to the festive spirit during the Chinese New Year. 3-3G- customers can enjoy the above content free of charge for one week

starting 27 January 2005. Besides, 3 invites customers to watch the great movie starred by Keanu Reeves - "Constantine". From 27-31 January 2005, the top 333 customers who view at least three multimedia contents daily during that period will be entitled to two free "Constantine" movie tickets.

**Special "New Life Every Day" lucky draw in appreciation of the customers' continuous support**

In appreciation of the customers' valuable support over the last year and welcoming the Chinese New Year, 3 Hong Kong presents the "New Life Every Day" lucky draw which allows all new and existing 3G/2G customers to enter automatically. From 22 January to 23 February 2005, 3 will draw out one lucky winner every day and present prizes which cover every aspect of daily life for fashion, dining, living, travel and entertainment. These include Cheung Kong Centre - Island-round helicopter day tour for two, Shanghai Evian Spa tour inclusive of air tickets and hotel accommodation, one set of gold treasure, year-round free rice (33 packs), one set of Shanghai Tang tailor-made suit, and much more. All lucky winners will be thrilled to receive these extraordinary gifts and fully experience the joys of "Live 3" new lifestyle.

**Launches Asia's first mobile version of BLOOMBERG TELEVISION, giving customers live and immediate access to the most up-to-date business and financial news**

Now you can watch live BLOOMBERG TELEVISION to obtain the latest business news at the touch of a button, on your video mobile phone. 3 launches Asia's first mobile version of BLOOMBERG TELEVISION, giving customers live and immediate access to global news and stock updates 24 hours a day. BLOOMBERG TELEVISION can help Hong Kong investors make sound investment decisions by providing breaking financial news, the latest updates from the markets, as well as in-depth interviews with top financial analysts. During the launch promotional period, customers who subscribe to BLOOMBERG TELEVISION can enjoy free service for the first month.