

3 March, 2005

3 springs surprises for this colourful March

First in Hong Kong to deliver full 3G coverage for the entire MTR Airport Express Line, with the Tung Chung Line to be ready soon Exclusive launch of Siemens SK65 and SF65 handsets Also double MNP rebate offer for both 3G and 2G users 3 customers can also enjoy free download of “Silent Witness” wallpaper with their video mobile phones

- As the first operator to provide full 3G coverage for the entire MTR Island Line and 12 major traffic tunnels in Hong Kong, 3 leads again to deliver full 3G coverage for the entire MTR Airport Express Line, with the Tung Chung Line to be ready soon.
- 3 Hong Kong presents double MNP rebate offer for both 3G and 2G customers.
- In line with the special theme of “Colourful March”, 3 further expands its leading range of mobile phones with the exclusive launch of the Siemens SK65 and SF65 handsets.

3 Hong Kong springs wonderful surprises and more colour to all 3 customers this March, with its territory-leading network coverage and the widest range of mobile phones. Ms. Agnes Nardi, Managing Director of 3 Hong Kong, said, “3 Hong Kong constantly endeavours to expand 3G coverage to all MTR lines. Having pioneered the provision of full 3G coverage for the entire MTR Island Line earlier on, 3 Hong Kong spearheads again as the first 3G operator in Hong Kong to deliver full 3G network coverage for all stations of the entire MTR Airport Express Line, with the Tung Chung Line to be expected soonest. This unrivalled advancement can enable customers to enjoy seamless and uninterrupted mobile communications from the ground level down to the underground platforms and tunnels. We are confident that 3 Hong Kong will be the first in Hong Kong to offer full 3G coverage for the complete MTR line by the end of this August.”

Ms. Nardi added, “In addition to our network supremacy, we are also delighted to present a host of brand new handsets and fabulous offers in this colourful March. 3 customers will be amazed at the exclusive launch of the Siemens SK65 tri-band handset and SF65 dual-band handset, as well as the enticing double MNP rebate offer for both 3G and 2G users.”

Full 3G coverage for entire MTR Airport Express Line and Tung Chung Line

3 Hong Kong has constantly expanded its 3G coverage for the MTR lines. Now 3's 3G network has fully covered all stations of the entire MTR Island Line and the Airport Express Line, with the Tung Chung Line to be ready soonest. From the concourse areas down to the platforms and tunnels, 3's 3G customers can enjoy uninterrupted 3G/2G mobile services with their video mobile phones, including voice and video mobile communication, high-speed data transmission and international roaming. Currently, 3's 3G users have enjoyed superb telecommunication services

along the Line, with the full 2G network coverage in all MTR stations.

3 Hong Kong is also the territory-first 3G operator to pioneer 3G network coverage for 12 major traffic tunnels in Hong Kong, allowing 3's 3G customers to enjoy seamless 3G video mobile services on the road. These tunnels include Lion Rock Tunnel, Cross-Harbour Tunnel, Cheung Tsing Tunnel, Aberdeen Tunnel, Eastern Harbour Crossing, Western Harbour Crossing, Airport Tunnel, Discovery Bay Tunnel Link, Shing Mun Tunnels, Tate's Cairn Tunnel, Tseung Kwan O Tunnel, and Tai Lam Tunnel.

Double rebates for 3G and 2G MNP customers

In line with the special theme of "Colourful March", 3 Hong Kong specially presents an upgraded MNP offer, enabling new 3G/2G MNP customers to enjoy double MNP rebates. From now on, customers who make paired MNP subscription of 3's 3G service with purchase of LG 8138, Motorola A1000 or E1000 video mobile phone are entitled to an enticing \$600 MNP rebate offer*. Those new MNP customers** who purchase selected 2G handset models*** can also enjoy this double MNP rebate offer, earning up to \$600 service fee rebates^.

Exclusive launch of Siemens SK65 and SF65 handsets

3 Hong Kong will add two new handsets to its expanding range of mobile phones with the exclusive launch of the Siemens SK65 and SF65 very soon. Equipped with all advanced mobile data communication functions such as GPRS, MMS, Wireless Internet and Java application download, two new handsets boast their own unique styling.

Best suiting the palate of the business executives, the Siemens SK65^^ tri-band handset supports BlackBerry personal and corporate email services, and features QWERTY keyboard for easy operation, 65,000 colour TFT display, extended phone book memory with up to 2,000 entries, as well as built-in Bluetooth technology which allows cable-free communication with other Bluetooth enabled products.

3 will further boost its leading range of top-ranked 3G and 2G mega-pixel camera phones with the coming launch of the Siemens SF65 dual-band handset. This stylish and light-weight handset comes in distinguished design with a 65,000 colour TFT display, 1800 rotation flip and 1.3 mega pixel camera for taking high-quality photos.

The best-value BlackBerry and voice service bundled package in town

A flexible BlackBerry and voice service bundled package is specially tailored for 3 customers who purchase the Siemens SK65 handset. With subscription of the \$138 BlackBerry monthly plan and the \$80 basic voice service plan (costs only \$218), customers can enjoy up to 1M local email

usage and 700 voice minutes, the best-value offer in town. 3 Hong Kong also provides a variety of BlackBerry service plans and voice service plans for customers to choose from.

Free photo printing service all the year round

In addition, customers can make use of 3's one-stop photo printing service to develop their shooting visuals into photos free of charge. Now with purchase of the Siemens SF65 handset, all 3G video mobile phones or selected 2G handsets, customers can enjoy a special year-round offer^{^^^} of free 30 photo printouts in 2R size per month. After taking the photos with their mobile phones, customers need simply send them to 508888 via MMS, and the photo printouts will be delivered to the customer's email address directly.

* Double MNP rebate offer is applicable to subscription of \$183 plan or above with 12-month contract. To obtain a \$600 MNP rebate, paired service subscriptions are required, with one of the subscribers purchasing LG 8138, Motorola A1000 or E1000. MNP customers who subscribe to \$123 plan can also enjoy a \$150 MNP rebate offer.

** Subscription of \$80 monthly plan or above is required.

*** Selected 2G handset models include Siemens SF65, Nokia 6020 & 7260, Motorola V171, Sony Ericsson J200i & S700i.

^ MNP rebates will be credited to customer's account by 12 or 24 installments, depending on customer's choice of the subscription plan.

^^ Siemens SK65 supports English user manual.

^^^Free photo printing service offer is valid till 30April 2005. During the promotional period, customers who need to print out more than 30 photos can send MMS to 503333 for reservation.