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### **3 leads the way in mobile music entertainment New Face of 3's strongest Music Channel - full list of music content at a glance**

3's customers enjoy exclusive access to new "903 Music" Channel 16 leading Music Content Providers offer the hottest music in town

3's Music Channel has unveiled a new look with the introduction of a wide spectrum of compelling music content. Its richest music content has been re-classified into 8 categories, providing users with easier access to their favourite music. With the support from 16 global and local music content providers, 3's customers can enjoy the hottest music in town anytime, anywhere.

3 also brings an exciting news for music lovers and Commercial Radio fans - "903 Music", a joint initiative of 3 Hong Kong and Commercial Radio 2, available immediately on 3's strongest Music Channel. Using their 3G video mobile phones, 3's customers can now enjoy exclusive access to the latest hits songs recommended by Commercial Radio 2 DJs and tune into a whole host of other pop releases broadcasted by Commercial Radio 2. They can also download full-version related MVs and audios of a wide selection of hit music, MP3/polyphonic ring tunes, and "Hello" Ring connecting tunes.

Ms Agnes Nardi, Managing Director of 3 Hong Kong, said, "3's strongest Music Channel has led the development of mobile cross-media music entertainment in Hong Kong. Today, our 3 Music Channel has unveiled a new look with its richest music content re-classified into 8 categories. Through our partnership with 16 leading music labels and broadcast media, we are providing music lovers with full-version MVs and audios of more than 200 local and international artists, in addition to over 1,400 ring tunes and "Hello" Ring. Making new music available as soon as it is officially released, "903 Music" Channel is further proof of our leadership and reflects our commitment to the promotion of licensed music downloading. Our aim is to bring our customers true freedom in cross-media mobile music entertainment."

#### **New Look of 3 Music Channel with 8 categories of Compelling Music Content**

To enable easier and faster access, the richest content of 3's Music Channel has been re-classified into eight categories, namely Hits Gallery, Highlights, "Hello" Ring, Ringtunes, 903 Music, Universal Music Channel, Sony BMG Music Channel, and Soundtrack TV Channel. Most of these are identifiable by brightly coloured icons. A full music listing displays at a single touch - it's never been easier to select the best music. 3 Hong Kong always endeavours to enrich its music content and bring customers an unprecedented experience of mobile music entertainment.

### **Exclusive Access to the Latest Hit Songs**

3 offers a mobile platform for legitimate downloading of music. Its "903 Music" channel provides an endless supply of the latest hit songs made freshly available to 3 Customers and Fans of Commercial Radio 2.

3 customers can now download their favourite hits simply by logging on to Music Channel using 3G video mobile phones - then they just select "903 Music".

"903 Music" channel offers music content in three sub-channels:

**903 MMV** - Latest hits songs every day recommended by Commercial Radio 2 DJs including Jan Lamb, Donald, Kitty, Jim etc. Their recommendations will be featured in Mini Music Video (MMV), starred by the DJs and telling you why these are their latest favourites.

**903 3 Hits** - Concurrent release of three selected hit songs every day at Commercial Radio 2, so music lovers can keep track of their idols' latest releases.

**Music Store Download Zone** - A huge choice of full-version MVs and audios, MP3/polyphonic ring tunes and "Hello" Ring connecting tunes for download.

For only \$5 per month, 3 customers can view the daily MMV recommendations and enjoy 30 free MMV streaming\*. Meanwhile, 3 is offering an attractive six-month free trial for "903 3 Hits".\*\*

### **3 Music Channel's Strongest Line-up of 16 Leading Music Content Providers**

3's strongest Music Channel to lead the way with its richest music content, the strongest line-up of music labels, and the largest collection of hit songs from local and international artists. With the support from 16 global and local renowned music labels and broadcast media - including East Asia, Cinepoly, EMI, Go East, Gold Label, What's Music, Sony BMG, Universal Music and Warner - 3 Music Channel enables customers to keep up with the hottest trends in music and entertainment by offering full-version MVs and audios, MP3/polyphonic ring tunes and "Hello" Ring connecting tunes, as well as our pioneering same-day broadcasts of music concerts and awards presentation ceremonies, 3 Music Channel brings every music lover the freedom of downloading their favourite music anytime, anywhere.

Remarks:

\*Each MMV is charged at \$M only if exceeding the free usage of 30 units. Monthly fee will be deducted automatically from the customer's account (calculation based on 1-day prior to the

subscription date). Free MMV offer is not applicable to the 3G rechargeable SIM users.

\*\*Promotion lasts till 13 November 2005. \$M will be deducted for each streaming.