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3 releases the exclusive LG 8380 3G Bluetooth video mobile phone with unrivalled stereo surround sound speaker

Combined with compelling new "High-Quality Audio Download" and "997 Metro Hits" 3 lets customers enjoy for the first time a wealth of new stereo interactive music

- 3 has launched the powerful LG 8380 quad-band video mobile phone with a powerful stereo surround sound speaker, Bluetooth connectivity, external memory card support and 1.3 mega-pixel camera with flashlight.
- Subscribers on a \$183 monthly plan can take advantage of a special handset price of just \$2,980. Subscribers on a \$533 high-usage plan can even enjoy a super-value \$0 offer - that means they get the handset for free. MNP and handset trade-in customers can enjoy additional offers worth up to \$800.
- 3's Music Channel has added new "High-Quality Audio Download" and "997 Metro Hits" to its strongest music content, for unsurpassed stereo and interactive music enjoyment on the move.
- 3 Music Channel has extended its global and local renowned music label and broadcast media partners to 17. Currently, 3 offers a rich collection of over 1,300 full-version music videos and digital music, with a plethora of hit songs from over 200 international and local pop singers.
- Over 1.6 million music videos and digital music have been streamed or downloaded on 3 Music Channel since launch.

3 Hong Kong has expanded its leading range of 3G video mobile phones with the exclusive launch of the LG 8380, a video mobile phone with a state-of-the-art stereo speaker and 256MB TransFlash external memory card enabled for storing large volume of MP3. Complete with 260K colour display and 1.3 mega-pixel camera with flashlight, the new LG 8380 offers even higher sound quality and screen clarity. Listening to or viewing the rich video/audio music content from 3's Music Channel is now more enjoyable than ever. The availability of the LG8380 marks a new era in mobile music entertainment.

Ms Agnes Nardi, Managing Director of 3 Hong Kong, said, "Exclusive to 3 Hong Kong, the LG 8380 is a unique 3G video mobile phone with a powerful stereo speaker, as well as Bluetooth connectivity, external memory card, 1.3 mega-pixel camera and quad-band capability. This new full-featured video mobile phone is set to be a big hit with music fans and trendsetters, and is a significant step forward in mobile music entertainment."

Ms Nardi added, "Today, we have recorded a total of over 1.6 million music videos and digital music streamed or downloaded since the launch of 3 Music Channel. We have also extended our

portfolio of global and local renowned music labels and broadcast media taking the total to 17. 3 Hong Kong currently offers a rich collection of over 1,300 full-version music videos and digital music, with a plethora of hit songs from over 200 international and local pop singers. In addition, 3 also pioneering live broadcasts of music concerts and major awards ceremonies. Above all, our leadership in 3G video mobile phones continues with the strongest portfolio of 21 models and 35 colours. Customers can count on us for the widest handset choice, the most unique features and the most powerful 3G functionality.”

Top of LG 3G video mobile phone range with powerful stereo speaker, Bluetooth connectivity and external memory card support

LG 8380 is the sixth LG video mobile phone launched in Hong Kong, following the highly popular LG 8180 and LG 8330. Weighing in at just 130g and with a chic and slim blue handset body styling, the LG 8380 is LG's top-of-the-range video mobile phone with a full array of cutting-edge features that cater to the discerning needs of trendsetters, teenagers, and business executives.

The LG 8380 features a quad-band (UMTS/GSM tri-band) capability, a stereo speaker, Bluetooth connectivity, 256MB TransFlash external memory card enabled, plus a 260K colour main display and a 65K colour external display that support video ringtone function. Its 1.3 mega-pixel outward camera and 300K pixel inward camera with flashlight provides vivid video and image capturing. This video mobile phone is also equipped with all the advanced video mobile functions, including video conferencing, video calling, audio/video streaming and video messaging. It also supports 384kbps data download, POP3 & IMAP4 email access, JAVA application download, MP3, 72-chord polyphonic ringtones, as well as 23MB internal memory.

Fabulous \$2,980 handset offer for the LG 8380

The new LG 8380 is now available in all 3Shops. When they purchase an LG 8380, all subscribers on a \$183 monthly plan can take advantage of a special handset price of just \$2,980*. Subscribers on a \$533 high-usage plan can even enjoy a super-value \$0 offer** - that means they get the handset for free! All LG 8380 video mobile phone users on the 3 network also get a free stereo headset with remote control and a Bluetooth headset***, along with a free stereo ringtone download service^, a free photo printing service for 3 months and a 30% discount on 64M external memory cards. New MNP customers with handset trade-in can also enjoy additional up to HK\$300 MNP rebate offer and \$500 trade-in offer^^. Act now, don't miss out!

On top of that, 3 Hong Kong is also offering another attractive option for high-usage customers with the Sony Ericsson Z800i video mobile phone available at no charge upon subscription of \$533 monthly plan.

Enjoy unprecedented stereo music content in "High-Quality Audio Download"

With its superior sound and screen quality, the LG 8380 video mobile phone features a surround sound stereo speaker, 260K colour main display and 65K colour external display. By logging on to 3 Music Channel's new "High-Quality Audio Download", LG 8380 customers can download and listen to a wealth of original hit songs^{^^^} in superb stereo sound quality. They can also enjoy first-of-their-kind stereo MP3 ringtones to personalize their handsets.

"997 Metro Hits" adds new interactive music content to 3's strongest Music Channel

Customers will soon be able to access a wealth of new interactive music via "997 Metro Hits". This allows users to keep track of hit songs released daily by Metro Showbiz and the latest updates of Metro Hit Chart anytime, anywhere. Users can also dedicate songs and vote for their favourite songs. 3 Music Channel is the most preferred choice for music lovers to stay on top of the music trends.

3 has made its popular Music Channel even better. In addition to its wealth of hit songs from over 200 local and international artists, 3 partners with 17 global and local renowned music labels and broadcast media. That's not all! 3 Music Channel offers the leading collection of over 1,300 full-version music videos and digital music, as well as pioneering live broadcasts of music concerts and major awards ceremonies. 3 Hong Kong will always endeavor to deliver an even wider choice of exciting music content in the future.

Father's Day celebration - free LG 8330 video mobile phone

To celebrate Father's Day, 3 Hong Kong not only brings the new LG 8380 3G video mobile phone into the market, but also introduces a special \$0 handset offer on LG 8330 which make a perfect gift for every father! From 4 June 2005, all 3 customers# can enjoy the \$0 handset offer when they purchase an additional LG 8330 video mobile phone for their fathers. All it takes is that the new account should be a MNP customer with subscription to a \$183 monthly plan and a signature on an 18-month contract##. Then no matter where they are, customers can assure their fathers that they are just a video call away!

Moreover, new customers can enjoy an enticing Father's Day offer for purchase of two handsets at the same time. Up to \$300 additional rebate offer### is given to each purchase of two selected 3G video mobile phones in the same day under the same registered user name.

Remarks:

* Customers are required to sign a 12-month contract and make a prepayment of \$200 which will be credited to the customer's account in 12 installments.

**Customers are required to sign a 18-month contract and make a prepayment of \$3,180 which

will be credited to the customer's account in 18 installments.

***The free Bluetooth headset is offered on purchases of two LG 8380 handsets at the same time.

^Within seven days of subscribing to the 3 network, new customers can download MP3 ringtones simply by pressing #3288 and inputting the URL provided by free SMS. M will be deducted for each download.

^^A \$150 MNP rebate offer is given to 3 subscribers on a \$123 monthly plan. Both \$300 MNP rebate offer and \$200 trade-in offer are given to 3 subscribers on a \$183 or \$263 monthly plan. Besides, 3 subscribers on a \$383 monthly plan or above can enjoy \$300 MNP rebate offer and \$500 trade-in offer.

^^^Each download is charged at M+ \$9 during promotional period.

#With network subscription and purchase of a 3G video mobile phone, new customers can buy an additional LG 8330 with \$0 handset offer.

##Customers can settle the service charges, and \$10 monthly MTR, Tunnel and Mobile License Fee by one-off prepayment or via selected credit cards' installment plan. It is only applicable to new accounts of MNP customers.

###This offer cannot be used in conjunction with the free handset offer of LG 8330.