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3 Hong Kong customers be first to share IMMS with NTT DoCoMo's i-mode customers

3 Hong Kong announced today that it will launch the first bilateral International Multimedia Messaging Service (IMMS) with NTT DoCoMo, enabling 3's 3G and 2G customers to exchange multimedia messages with NTT DoCoMo's i-mode customers via their handsets from 1 July 2005 onwards.

With 3's IMMS Service, 3 customers in Hong Kong are able to send multimedia messages to - and receive multimedia messages from NTT DoCoMo's i-mode customers. The multimedia messages can incorporate text, images, video and music*. Customers who are using Japanese-supported handsets can also receive and read multimedia messages with Japanese text.

Sharing a multimedia message with NTT DoCoMo's i-mode user is as simple as sending an email. All it takes is select "Multimedia message" command on 3's 3G or 2G handset, add video/music/images/text in the message and then send out. Even when 3 customers are roaming in other countries like Japan or China, they can also send or receive multimedia messages to/from NTT DoCoMo's i-mode customers using international roaming service.

Best of all, no surcharge is required for using IMMS to message NTT DoCoMo's i-mode users. For 3G customers, only a "M" (Multimedia unit) will be deducted from their monthly plan for each message sent. 2G customers can choose to pay HK\$1.5 for each multimedia message or deduct one multimedia message from their MMS package. Communication with friends and relatives in Japan is now more exciting, economical and convenient than ever before! 3 Hong Kong is a leading provider of IMMS Service in Hong Kong, offering its 3G and 2G users extensive coverage. For more information, please visit www.three.com.hk or call 3SalesHotline 3162 8888.

Remark:

*DoCoMo's 2G customers can receive multimedia messages with text, music, images and video, but can only send out text messages.

** 3 customers need to fill in the recipient's i-mode email address when sending multimedia messages to NTT DoCoMo's i-mode customers.