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### **3 Hong Kong launches "Summer Fun" Offering strongest Movie and Music Channels Switch to 3 for the very best subscription offers**

New initiatives include: world-first mobile movie for summer blockbuster "Seven Swords"; The latest mini music videos and "Hello" Ring connecting tones all free of charge; The strongest range of Sony Ericsson video mobile phones and new 3G subscription offers

- 3's new "Summer Fun" promotion gives customers the strongest movie and music content, the strongest range of Sony Ericsson video mobile phones - including the new Sony Ericsson K600i and the silver-version K608i that will be launched soon, and new 3G subscription offers.
- 3 launches the world's first mobile movie theatre, allowing customers to screen the summer hottest film "Seven Swords" mobile movie in 21 parts.
- Join in the search for swords by playing "Quest for the Seven Swords", Hong Kong's first 3G location-based online game.
- 3's free Mini Music Videos (MMVs) and "Hello" Ring connecting tones - the hottest in town - keep you in touch with the music world's latest sounds and trends this summer.
- 3 unveils the slim-bodied, twin-camera Sony Ericsson K600i, and exclusive silver-version Sony Ericsson K608i - giving you the strongest choice on Sony Ericsson video mobile phones.
- 3 offers Hong Kong's best subscription offers - new customers buying any 3G video mobile phone and subscribing to the 3's 3G network can get an additional LG 8330 or LG 8138 at \$0 handset price. Customers who purchase 2 selected video mobile phones and subscribe to 3's 3G network can enjoy three exciting rebates worth HK\$800.

The "Summer Fun" campaign offers customers access to 3's strongest movie and music channels. "Seven Swords", a HK\$100 million production directed by Tsui Hark and featuring superstars from Mainland China, Hong Kong and Taiwan, including Leon Lai, Charlie Yeung, Donnie Yen and Lau Ka-leung, as well as Korean star Kim So-yeon, is set to be the movie of the summer. Now, 3's "Movie Channel" is launching the world's first mobile movie theatre, giving customers the very first screening of the summer's hottest film. Customers can also join the hunt for swords by taking part in "Quest for the Seven Swords", Hong Kong's first location-based online game from 3. Starting today, customers can also log on to the "Music Channel" to enjoy up-to-date Mini Music Videos (MMVs) and "Hello" Ring connecting tones for free - and stay on the inside track in the ever-trendy and ever-changing world of music.

3 Hong Kong has also launched -- just in time for summer -- Hong Kong's best subscription offers: customers subscribing to the 3's 3G network and buying any 3G video mobile phone can get an additional LG 8330 or LG 8138 at \$0 handset price, or choose to enjoy a handset rebate offer simply by switching to 3. Sony Ericsson's K600i and exclusive silver-version K608i video mobile phones also mean a summer full of surprises! 3 always provides the strongest Sony Ericsson video mobile phone collection in town.

3 Hong Kong's Managing Director Ms Agnes Nardi said, "In bustling Hong Kong, movies and music are the major entertainment for the trendsetters. And 3's summer promotional campaign "Summer Fun" is in line with this trend. The "Summer Fun" campaign kicked off with the launch of the world's first mobile movie - the summer blockbuster "Seven Swords", and Hong Kong's first location-based online game "Quest for the Seven Swords", allowing customers to join

the world of "Seven Swords" before anyone else. 3's "Movie Channel" has been well received since its launch, providing trailers and information for more than 370 movies as well as news from all the biggest local and international movie award ceremonies. For music, we are offering our new 3G customers free MMV clips and "Hello" Ring connecting tones this summer so they can stay on top of the very latest trends in the music world."

Ms Nardi added, "In addition to our strongest movie and music content, 3 is offering customers a new video mobile phone - the Sony Ericsson K600i which boost 3's video mobile phone collection to 22 models available in 40 colours. We will also launch the exclusive silver-version K608i soon. Starting today, 3 is also offering two of Hong Kong's best 3G subscription and handset purchase offers to encourage customers to join the world of 3. According to the latest survey by the Hong Kong University of Science and Technology, 48% of the young people interviewed named 3 as their first choice for 3G service provider - at least 20% more than the number of people voting for the next preferred provider. This shows that 3 Hong Kong's market-leading video mobile phone collection, strongest movie, music and other types of entertainment content, plus the widest selection of attractive tariff plans are all clearly welcomed by the younger generation. This summer is the smart time for them to up-grade and switch to 3!"

### **3 -- the best access to the best movies - "Seven Swords" mobile movie to screen in 21-parts**

3's "Movie Channel" offers customer all the latest news on movies. Now, 3 is pleased to launch the world's first mobile movie, comprising all 21 episodes of the summer blockbuster "Seven Swords". The "Seven Swords" mobile movie is available 3 weeks before official screening only on 3 video mobile phones - customers simply need to log on to 3's strongest "Movie Channel". This is a world first -- don't miss it! 3 Hong Kong is also offering sword sound effect MP3 Ringtones and wallpaper graphics featuring major characters for customers to download. There is no extra charge for streaming or downloading "Seven Swords" video/audio content (Remark 1) 2G customers can also join in the world of "Seven Swords" by logging on to 3Hop anytime to view fantastic "Seven Swords" content, in both text and graphics (Remark 2).

### **3 launches Hong Kong's first location-based online treasure game - "Quest for the Seven Swords"**

In tandem with the world exclusive 21-part "Seven Swords" mobile movie, 3 has also launched Hong Kong's first 3G location-based online game: "Quest for the Seven Swords". Customers can use their handset to participate in the thrilling hunt for swords. By simply logging on to "Seven Swords" main page of the "Movie Channel" or downloading the game at "Games Channel", 3 customers can follow the "sword hunting guidelines" and use 3's location-based technology to help the rightful owners find swords that have been hidden in hotspots throughout Hong Kong. Customers can also make new friends and exchange swords while playing the game. The first five customers to collect all 49 swords with the highest scores before 18 July 2005 will become "Seven Swords Prime Catchers". Each will receive two tickets to the "Seven Swords Charity Gala Premiere" (each ticket valued at HK\$2,000) and the "Seven Swords Limited Collection", which includes the Celestial Beam Sword, the Dragon Sword and the Transience Sword. A further 15 customers collecting all 49 swords with the highest scores before 15 August 2005 will also receive the "Seven Swords Limited Collection". Downloading the game costs only one "M" and HK\$30 (Remark 3). 3 subscribers can also download wallpaper graphics featuring the "Quest for the Seven Swords" characters. Downloading the "Seven Swords" wallpaper incurs no additional cost (Remark 4).

### **3's strongest "Movie Channel"**

The Movie Channel's in-depth information is a one-stop service which includes introductions to the latest movies, new movie previews and overviews, movie excerpts, show times at major cinemas and ticket booking services. 3's "Movie Channel" provides Hong Kong's first 24-hour 3G movie channel - MATV-3G Movie Channel. It also offers news from all the major local and international movie award ceremonies, including the Academy Awards, the Hong Kong Film Awards and the Golden Bauhinia Awards Presentation Ceremony. The "Movie Channel" has provided movie lovers with trailers and information from more than 370 movies since its launch, giving 3 subscribers the first privileged look at all the latest movies.

### **Enjoy the strongest "Music Channel" with free downloaded Mini Music Videos (MMVs) and "Hello" Ring connecting tones everyday**

In line with "Summer Fun", 3 offers all new 3G customers free instant access to the most popular MMVs and "Hello" Ring connecting tones this summer (Remark 5). Starting today (Remark 6), all new 3 customers who buy 3G video mobile phones, subscribe for services and sign up for "997 Metro Hits" (Remark 7) or "903 Music" (Remark 8) on 3's "Music Channel", will be able to view the hottest MMVs from either "Metro Hits Chart", "Artists Say" or "903 MMV" - without paying the \$5 monthly tariff. In addition, if new 3G customer signing up for the "Hello" Ring connecting tone service this summer, they will not only enjoy the service free of the basic monthly tariff (HK\$9) (Remark 9), but also receive a free new connecting tone each day during the promotional period (Remark 10), keeping their music world right up to date.

### **3's strongest "Music Channel", your link to the music you love**

"High Quality Audio Download", "997 Metro Hits" and the "903 Music" on 3's "Music Channel" have been big hits with the young. Since it was launched, 3's "Music Channel" has joined forces with 17 of the finest international and local music labels and broadcast media, bringing customers with a plethora of hit songs from over 200 international and local pop singers and a rich collection of over 1,300 full-version music videos and digital music. It has also pioneered live broadcasts of concerts and awards ceremonies through video mobile phones, allowing customers to get live images of their favourite stars on their handsets. In line with the "Summer Fun" promotional campaign, 3 Hong Kong today also unveils a new music-themed TV commercial reflecting the ever-trendy, ever-changing nature of 3's "Music Channel", which allows customers full access to the music they love from only \$5 per month-- anytime, anywhere!

### **3 unveils K600i and exclusive silver-version K608i, further boosting Hong Kong's leading Sony Ericsson video mobile phones collection**

3 is unveiling two new Sony Ericsson video mobile phones this summer - the slim-bodied K600i and exclusive silver-version K608i - allowing customers to enjoy the latest audio-visual entertainment offerings through either handset's 260k perfect colour display. The 1.3 mega pixel outward and 100k pixel inward cameras in each model are equipped with 4 x digital zoom for video and image capture. The video mobile phones are equipped with UMTS and tri-band GSM900/1800/1900, a 262,000 colour screen, internal FM stereo radio, and support video communications, video and audio streaming technology, multimedia and text messages, POP3 and IMAP4 email services, Bluetooth, 72-chord and MP3 ringtones, JAVA applications and games, and more! This is the video mobile phone for the tech-savvy generation. Sony Ericsson's K600i video mobile phone is now available through all 3Shop outlets, while the silver-version Sony Ericsson K608i will soon be available exclusively through 3. Here's all the evidence you need that 3 is continuing to expand its market-leading Sony Ericsson video mobile phone collection, providing customers with the

widest range of handset options.

**Switch to 3 this summer - with attractive subscription offers**

This summer, 3 Hong Kong is also offering two of Hong Kong's best 3G subscription and handset purchase offers. Starting today, customers buying any 3G video mobile phone models and subscribing to the 3's 3G network can get an additional LG 8330 or LG 8138 at \$0 handset price (Remark 11) and start sharing this summer's 3G fun and convenience with a friend or family member right away. Customer subscribing to a monthly plan of \$183 or above who also purchase 2 selected 3G video mobile phones under the same registered user name on the same day will enjoy additional HK\$300 rebate per handset. Including the \$300 MNP rebate and the \$200 trade-in rebate, customers can enjoy up to \$800 rebate offers in total (Remark 12). This summer is the smart time to up-grade and switch to 3G!

**Remarks:**

1. One "M" will be deducted for each audio or video streamed or downloaded.
2. GPRS data transmission fees will be charged.
3. On entering the game, data transmission fees will be charged based on the volume of use. One "M" will be deducted for each sword hunting move.
4. One "M" will be deducted for each download.
5. The offer is not available for customers using 3G rechargeable SIM cards.
6. Between 4 July 2005 to 31 August 2005.
7. By choosing "Metro Hit Chart" or "Artists Say" in the "997 Metro Hits".
8. By choosing "903 MMV" in the "903 Music".
9. 2G customers can also enjoy the service free of the basic monthly tariff during the promotional period (Starting from 5 July 2005 to 31 August 2005; Each "Hello" Ring connecting tone downloaded will be charged at \$5/song.
10. Including 30 free "Hello" Ring connecting tone/month during the promotional period, thereafter \$5 per hit. One "M" will be deducted to pre-listen a "Hello" Ring connecting tone.
11. The new account should be a MNP customers. Customers need to settle the service charges, and the \$10 monthly MTR, Tunnel and Mobile License Fee by one-off prepayment or via selected credit cards' installment plan. Customers opting for the LG 8330 at \$0 handset price have to choose a HK\$183 monthly plan and sign up for an 18-month contract; Those taking the LG 8138 at \$0 handset price have to choose a HK\$263 local and IDD/roaming business plan and sign up for an 18-month contract (\$10 monthly MTR, Tunnel and Mobile License Fee will be exempted). Each 3G customer can enjoy the concession once only.
12. This offer cannot be used in conjunction with the free handset offer of LG 8330 and LG 8138 or any other handset offers.