

19 August, 2005

**3 Hong Kong Launches World-Exclusive Sony Ericsson K608i SilverSlim 3G video mobile phone
Switch to 3 now to enjoy 3-fold rebate on handset purchase**

New TV commercial unleashes amazing power of 3 Enjoy 33 video channels anywhere with the most extensive 3G network

- 3 launches the world-exclusive Sony Ericsson K608i SilverSlim 3G video mobile phone featuring the most trendy, slim-bodied design in stylish all-silver - the latest addition to 3 Hong Kong's strongest selection of cutting-edge 3G video mobile phones from Sony Ericsson.

- Offers the most irresistible MNP rebate offer in town - customers switching to 3 and purchasing selected 3G video mobile phone models(Remark 1) will receive a three-fold rebate amounting to HK\$900(Remark 2)!

- Unveils the new "3 MTR Channel" in celebration of 3's full 3G coverage in the entire MTR network, offering free contents with daily update news headline, video entertainment content, Java games, ringtone and wallpaper download. In addition to this, the new channel launches new 3G location-based games as well as dining and shopping guides around MTR stations.

- "Enjoy 33 video channels anywhere with the most extensive 3G network." - a brand new TV commercial starring Leon Lai will premiere tonight, sparking off a new wave of interest in 3G mobile communication.

3 Hong Kong, a subsidiary of Hutchison Telecommunications HK, is launching a brand new series of marketing campaigns this summer! 3 Hong Kong today unveils the world-exclusive Sony Ericsson K608i SilverSlim 3G video mobile phone in its continued effort to bring customers the strongest selection of cutting-edge 3G video mobile phones from Sony Ericsson. Starting today, customers switching to 3 and purchasing selected models of 3G video mobile phones, will receive a three-fold mobile number portability rebate offer amounting to HK\$900. In celebration of its full 3G coverage in the entire MTR network, 3 is also launching a brand new "3 MTR Channel" with enriched content embracing free news headline and video entertainment news, 3G location-based games with attractive prizes, as well as location-based guides to dining and shopping options around MTR stations. 3's strongest network coverage will be featured in the latest TV commercial "Coverage", which is scheduled to premiere tonight. The new commercial is set to spark a new wave of interest in 3G mobile communication.

Mr. Peter Wong, Chief Executive Officer of 3 Hong Kong said, "Since launching our pioneering 3G video mobile services, 3 Hong Kong has been leading the development of 3G mobile communication in Hong Kong, providing customers with the widest choice of video mobile phones, the richest video content, and the strongest network coverage. By partnering with four major handset manufacturers - LG, Motorola, NEC and Sony Ericsson, 3 Hong Kong is providing the widest selection of exclusive video mobile phones in the market. With the unveil of the world-exclusive Sony Ericsson K608i SilverSlim 3G video mobile phone, we are bringing our customers the strongest selection of cutting-edge 3G video mobile phones from Sony

Ericsson. Currently, 3 Hong Kong's video mobile phone selection has expanded to include 23 models, available in 41 colours. 3 is also leading the market by offering the best 3G network coverage in Hong Kong. We are the first in Hong Kong to achieve full 3G coverage in the entire MTR line, including Disneyland Resort Line, all of Hong Kong's 12 major vehicle tunnels as well as the lifts of major commercial buildings. Being Hong Kong's first 3G operator to connect to the entire MTR network, 3 also takes pride in partnering with MTR Corporation to introduce the new "3 MTR Channel", allows customers to enjoy a range of free infotainment services and the new location-based game. 3 takes pride in allowing our customers to enjoy a full spectrum of 3G mobile communication services from ground to tunnels, whether it be accessing any of our 33 infotainment channels or making a seamless video call."

3 launches world-exclusive Sony Ericsson K608i SilverSlim 3G video mobile phone

3 Hong Kong unveils the world-exclusive quad-band Sony Ericsson K608i SilverSlim 3G video mobile phone in its continued effort to bring customers the strongest Sony Ericsson video mobile phone selection and the most diverse range of handset options in town. The slim-bodied Sony Ericsson K608i in a stylish all-silver case is equipped with 1.3 mega pixel outward and 100k pixel inward cameras with 4x digital zoom for video and image capture. Other features of the phone include UMTS and tri-band GSM900/1800/1900 connectivity, a 262,000 colour screen, a built-in FM stereo radio and support for video and audio streaming technology, multimedia and text messages, POP3 and IMAP4 email services, Bluetooth, 72-chord and MP3 ringtones, JAVA applications and games, etc. Guaranteed to be a big hit with the tech-savvy generation, the Sony Ericsson K608i SilverSlim video mobile phone is now available through all 3Shop outlets, and priced as low as HK\$1,480(Remark 3).

3 offers three-fold MNP rebate offer

3 Hong Kong is offering the most irresistible 3G mobile number portability (MNP) rebate offer in town. Starting today, customers switching to 3 under MNP and purchasing any of the specified 3G video mobile phone models will be entitled to a three-fold rebate, amounting to as much as HK\$900. This summer is the smart time to switch to 3!

3 unveils enriched content of "3 MTR Channel" to celebrate full 3G coverage at MTR

Having recently taken the lead in connecting to the entire MTR network, including the Island Line, Airport Express Line, Kwun Tong Line, Tung Chung Line, Tsuen Wan Line, Disneyland Resort Line and Tseung Kwan O Line, all of Hong Kong's 12 major vehicle tunnels and lifts of major commercial buildings, 3 Hong Kong now enables customers to access the smashing content of its 33 video channels anywhere from ground to tunnels. In celebration of this full MTR coverage, 3 Hong Kong partners with MTR Corporation to unveil its new "3 MTR Channel", featuring a host of free contents ranging from daily update news headline, fascinating video entertainment content, exciting Java games and personalized ringtone and wallpaper downloads. The channel also introduces a new 3G location-based game, which gives away fabulous prizes to customers who succeed in locating the most "treasures" at major MTR stations before September 30. The

game only charges HK\$18. What's more, customers can obtain the latest dining and shopping offers around MTR stations using the "Jetso Nearby", which is also based on location-based technology. The service charges HK\$8 per month but for customers who register the service before September 30 can enjoy the service free of charge during promotional period. Through "3 MTR Channel", 3 customers can access the strongest video content in town and obtain first hand information that suits their daily needs.

New TV commercial "Coverage" unleashes the power of seamless ground-to-tunnel 3G mobile communications

3 Hong Kong has produced a brand new TV commercial "Coverage" about its industry-leading move of making 3G services available throughout the entire MTR network. Once again starring Leon Lai, the new commercial conveys the message that "3" is synonymous with "power". The story is developed along the theme of 3 making its 33 video channels and video call services available to customers even when they are traveling on the MTR. Leon Lai opens a parachute as he jumps from a moving airplane and lands on the top of a speeding MTR train. In between scenes of breathtaking actions are clips from selected video channels of 3, to signify the availability of 3's 3G video services throughout the entire MTR network. The new commercial unleashes the full power of seamless 3G mobile communications from ground to tunnels, allowing customers to enjoy 33 video channels anywhere with the most extensive 3G network powered by 3.

The new TV commercial will premiere tonight at 9:15pm at TVB Jade; Sneak previews of the TV commercial starts from tomorrow - exclusively for 3 customers with 3 video mobile phones.

Remarks :

1 Selected handset models include : LG8138, 8330, 8380 & 8180, Sony Ericsson K600i, Z800i, K608i, Nokia 6680, Motorola V975, E1000 & A1000 (for 12-month contract). Also applicable to student offer of Sony Ericsson K600i, Z800i, Nokia 6680 and LG8380.

2 Rebate offer will be credited into customer's account with 12-18 instalments.

3 Subscribe \$183 service plan with 12-mth contract.