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3 Hong Kong launches the hottest LG Fashion Phone

Pioneers "Instant Viewer" feature, allowing you to stay in touch with the latest information with just one "click"

3 Hong Kong launches the latest LG Fashion Phone tomorrow, which is set to be a big hit among Hong Kong's trendsetters.

The full-featured LG Fashion Phone pioneers a brand-new "Instant Viewer" feature, allowing users to access the latest video contents instantly from the video icons that appear on the handset screen with just one "click" on the video mobile phone. In tandem with the launch, 3 Hong Kong is also debuting a special "Fashion Pack" offer at HK\$1,680, which includes a new LG Fashion Phone, a 256MB TransFlash memory card and free videos provided by fasionTV2 for the first three months.

Just one "click" to access the latest video contents with the "Instant Viewer" feature

The new LG Fashion Phone pioneers the innovative "Instant Viewer" feature, which allows customers to view the six teasers on the handset screen free of charge. With just one click on any of the teasers, customers will be able to gain easy access to the latest video contents. What's more, all the teasers will be updated daily and rotated automatically to bring greater convenience to customers.

The new LG Fashion Phone - hottest choice for trendsetters

The exclusive launch of the LG Fashion Phone means that 3 Hong Kong's video mobile phone selection has grown to include 24 models, available in 46 colours. The LG Fashion Phone is the seventh LG video mobile phone launched in Hong Kong, exclusively presents by 3 Hong Kong. The new LG Fashion Phone comes in three colours, catering to the discerning needs of fashion lovers and trendsetters: Tokyo Black, Paris Green and Milan Silver.

The LG Fashion Phone features with 1.3 megapixel rotatable camera with flashlight, providing vivid video and image capturing. It also supports Bluetooth connectivity, 256MB TransFlash external memory card, quad-band and features with a 260K main colour display and a 65K colour external display. 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 POP3 & iMAP4 email access, MP3, Java application download, MP3 ringtones, video ringtones and 72-chord polychromatic ringtones.

Fabulous HK\$1,680 "Fashion Pack" offer for the LG Fashion Phone

The new LG Fashion Phone is available in all 3Shop starting from now. On purchasing the new model, all customers on a HK\$183 monthly plan3 can enjoy the fabulous "Fashion Pack" offer for just HK\$1,680, which

includes a LG Fashion Phone and free videos of the fashion channel for the first three months. For those who purchase a LG Fashion Phone or any other 3G video mobile phones will be entitled to a free 256 MB Transflash memory card, with ten preloaded Fall/Winter fashion clips from top fashion brands including Gucci, Giorgio Armani, Fendi, Miu Miu, Missoni and Max Mara etc. Customers switching to 3 will receive a special mobile number portability rebate offer amounting to HK\$900 and be able to purchase the new LG Fashion Phone for only HK\$780.

The“Fashion Channel”captures the latest fashion trend

3 Hong Kong's“Fashion Channel”captures the latest fashion shows from internationally renowned fashion brands, such as LV, Gucci, Giorgio Armani, Marc Jacob and Yves Saint Laurent and many more, allowing customers to stay in touch with the hottest fashion items and news with their fingertips.

Remarks:

1 Customers who subscribe to \$183 monthly plan can purchase the LG Fashion Phone at HK\$1,680 (\$300 prepayment and 15-month contract). In addition, customers to purchase an additional 3G video mobile phone will be entitled to a 256MB Transflash memory card with 8 fashion clips pre-downloaded. While stock lasts. Pls contact 3Shop for further enquiry.

2 Limited to the first 1,000 video clips per month. Customers will be deducted one M from the monthly plan for thereafter usage. Offer valid until Dec 31, 2005

3 Customer is required to sign a 15-mth contract