

8 November, 2005

### **3 launches the limited-edition Roberto Cavalli Fashion Phone**

Only 33 collections in town, each featuring a unique hand-printed animal pattern

Since its launch, the LG Fashion Phone has been well received by trendsetters. Now, 3 Hong Kong partners with well-known Italian fashion brand Roberto Cavalli to exclusively launch the limited-edition Roberto Cavalli Fashion Phone. The video mobile phone features a unique Roberto Cavalli design and it will undoubtedly be an irresistible attraction for all fashion lovers and trendsetters.

Only 1,089 Roberto Cavalli Fashion Phones will be manufactured globally and 3 Hong Kong will exclusively bring 33 to town. The new video mobile phone will be sold at HK\$10,333 (Remark 1) on a first-come-first-serve basis, and customers can place their order starting from 11 November 2005 at all 3Shops. Each Roberto Cavalli Fashion Phone features a unique hand-printed animal pattern and each box set will come with a new Roberto Cavalli Serpentine EDP perfume. The Roberto Cavalli Fashion Phone completely reflects the only-one-of-its-kind design of Roberto Cavalli.

The Roberto Cavalli Fashion Phone features with 1.3 megapixel rotatable camera with flashlight, providing vivid video and image capturing. It also supports Bluetooth connectivity, 256 MB Micro SD card, qual-band and features with a 260K main colour display and a 65K colour external display. The brand new 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 polyphonic ringtones etc.

Apart from the Roberto Cavalli Fashion Phone, 3 Hong Kong also presents the LG Fashion Phone in three colours exclusively: Tokyo Black, Paris Green and Milan Silver, catering to the discerning needs of fashion lovers and trendsetters. The LG Fashion Phone is available in all 3Shops now. On purchasing the LG Fashion Phone, all customers on a HK\$183 monthly plan can enjoy the fabulous "Fashion Pack" offer for just HK\$1,680 (Remark 2), which includes a LG Fashion Phone and free videos of the fashion channel for the first three months. Details are available from 3Shops.

Remarks:

1. Customer needs to subscribe to \$263 or above service plan with 12-month contract.
2. Customer is required to sign a 15-month contract.