

29 November, 2005

### **3HK Presents LG Muse 3G Music Phone Plus Music-on-the-move from Novel Music Platform**

Enjoy storage of up to 100 songs from the largest music library in town and innovative built-in MP3 Application Interface

3 Hong Kong ("3HK") today introduces an exciting new combo—the LG Muse 3G Music Phone, the lightest and thinnest video mobile phone in Hong Kong, and a novel music platform—which enables customers to enjoy 3HK's mobile music services even more. The slim and powerful LG Muse 3G Music Phone, together with the content-rich new music platform, offer 3 customers the enjoyment of music-on-the-move.

#### **LG Muse 3G Music Phone—lightest and thinnest video mobile phone in town for trendsetters**

The slim and stylish LG Muse 3G Music Phone, weights only 99g, is the lightest and thinnest video mobile phone in town and is offered exclusively world-wide by 3. For the greatest music enjoyment, customers can easily access the music player of LG Muse 3G Music Phone with a single touch of any one of the three direct keys on the sub-display screen. Video quality is also greatly enhanced as the main screen provides horizontal display. The LG Muse 3G Music Phone is equipped with a 262,000 colour screen, a rotatable 1.3 megapixel camera and supports a host of special features including UMTS and Tri-band capacity (GSM900 /1800 /1900), video calling, audio and video streaming, multimedia and text messaging service, download of video ringtones, MP3 and 72-chord ringtones, POP3 and IMAP4 email protocol, bluetooth, Micro SD Card, download of JAVA applications and games as well as an“Instant Viewer”for easy access to news. The LG Muse 3G Music Phone is offered in the trendiest colours - pink, silver and black.

#### **Novel Music Platform – richest music content at your fingertips**

3HK's Music Channel has been offering its customers the richest music content in town. Now, 3HK unveils a novel music platform with an easy-to-use built-in MP3 application interface for customers' greatest music enjoyment, turning a video mobile phone into a handy MP3. The new music platform features the following new content for customers' greatest viewing and listening pleasure:

#### **Largest Music Library**

It provides 5,000 music videos and full audio tracks featuring over 200 local and overseas singers via 3's partnership with more than 20 music labels and radio stations.

#### **My Playlist – Breakthrough in storage capacity**

With a storage capacity of up to 100 songs, My Playlist offers the choice of displaying 10 selected songs in each playlist according to customers'preferences. In addition, customers can choose to play the songs sequentially or randomly. By not having to save the songs in the handset memory, My Playlist offers a saving on the purchase of memory cards.

### **Hits On Air – Unique in Town**

When enjoying this exclusive service of 3, customers enjoy the same experience as having an MP3 in hand. Hits On Air, hosted by famous DJs including Barry Ip, Gary Ngan and Terence Lee, offers three around-the-clock channels for customers to choose from, namely, Karaoke Hits, World Hits and Classic Hits, enabling customers to enjoy a new selection of songs every day.

At "Latest Hits" of the new music platform, customers can enjoy and download local and overseas music videos and MP3 ringtones.

Amy Lung, Commercial Director – Consumer Market of 3HK, said, "3HK leads the 3G market with the largest selection of video mobile phones and the richest content services. Our novel LG Muse 3G Music Phone, together with the content-rich new music platform, turn customers' video mobile phones into handy MP3s and offer them the greatest enjoyment and surprise. With our partnership with more than 20 music labels and radio stations, we have built up an unrivalled music library. 3 is the ultimate choice for customers to enjoy music and MV. This further demonstrates our strength in developing content services. We will endeavour to continue to deliver more advanced and useful products and services to cater for the communication, information and entertainment needs of our customers."

### **Enjoy Music Pack at only HK\$28**

3HK is offering special prices for customers to enjoy the LG Muse 3G Music Phone and the Music Pack of the Music Channel.

The LG Muse 3G Music Phone is offered at HK\$3,480. Customers who subscribe to the HK\$183 service plan can enjoy a handset price as low as HK\$2,680 (Remark 1). If choosing the high usage HK\$533 service plan, the handset price will be as low as HK\$0 (Remark 2). In addition, customers transferring to 3 service can enjoy a maximum rebate of HK\$900.

Accessory packs are offered for service subscription during the promotional period. They include a 256MB Micro SD card, a memory card reader and an LG stereo headset. For two subscriptions under one customer name with a LG Muse 3G Music Phone and any other 3 video mobile phone models (Remark 3), a HK\$1,300 premium pack—which includes a 256MB Micro SD card, a memory card reader and a famous-brand headset with music adaptor—will also be offered. Act fast while stocks last!

From now until 31 Jan 2006, both existing and new customers can enjoy special monthly fees at HK\$18 (Remark 4) and HK\$28 (Remark 5) respectively when subscribing to the Music Pack of the Music Channel (original monthly fee: HK\$38). Services under the Music Pack are My Playlist (with three new songs by Michael Wong, Janice and Charles Ying free in the first week, as well as one free song each month (Remark

6)), Hits On Air (Remark 7) and "Hello" Ring service (Remark 8) .

Remarks:

1. A 12-month contract period applies.
2. A 18-month contract period applies with a HK\$2,680 prepayment to be rebated in 18 months.
3. Registration should be under the same name. Customers have to choose service plans with monthly fees of HK\$183, HK\$263 or above.
4. Monthly fee at HK\$18 for the first six months, at HK\$28 thereafter
5. Free for the first two months, monthly fee at HK\$28 thereafter
6. Promotional period until 31 May 2006
7. Free My Playlist and Hits On Air services for ten hours each. HK\$0.3 per min thereafter.
8. Each download of "Hello" Ring will be charged at HK\$5 per month. "M" will be deducted for pre-listening.