

19 February 2009

### **3 Hong Kong launches the city's first "Data Roaming Daily Pass"**

#### **Unlimited mobile data usage overseas at a pay-per-day flat rate**

Hong Kong - 19 February 2009, Hutchison Telecommunications (Hong Kong) Limited today announced that its mobile operation 3 Hong Kong launched the first "Data Roaming Daily Pass" in Hong Kong. Customers roaming on designated networks in eight destinations - mainland China, Taiwan, Japan, South Korea, Singapore, Thailand, the Philippines and Indonesia - can enjoy unlimited mobile data usage at a pay-per-day flat rate.

#### **Enjoy mobile data overseas at a pay-per-day flat rate**

3 Hong Kong is committed to spearheading the development of mobile data services. Leveraging the well-established relationship with leading mobile operators in the Asia-Pacific region, the Company launched the "Data Roaming Daily Pass" entitling customers to unlimited data usage at a pay-per-day flat rate, doing away with the hassle of counting data usage and roaming charges. Starting from today, at a HK\$138 daily rate, customers can enjoy unlimited data usage when roaming on the networks of FarEasTone (Taiwan), KG Telecom (Taiwan), NTT DOCOMO (Japan), KTF (South Korea), StarHub (Singapore), True Move (Thailand), Smart (the Philippines) and Indosat (Indonesia). For customers travelling to mainland China, a special pay-per-day rate as low as HK\$68 is available on the network of China Unicom until 30 June after which the rate will become HK\$138.

Comparing with data broadband services available at hotels in the above destinations, the "Data Roaming Daily Pass" offers a lot more savings\*. Customers subscribing to this daily pass can also enjoy total peace of mind as the spending on data usage is completely predictable, versus the conventional kb-based rate.

#### **Data roaming keeps you abreast of the latest information anytime anywhere**

The "Data Roaming Daily Pass" allows customers to access emails, upload photos or browse the Internet on their mobile phones or other mobile devices such as 3reedom USB Modem and Netbook anytime anywhere. No longer bounded by hotel premises or Wi-Fi hot spots available only at fixed locations, customers can now share fun with friends with great flexibility, reaping the benefits of mobile data roaming.

#### **Simple and quick subscription**

Subscribing to the “Data Roaming Daily Pass” is quick and simple. Basic monthly plan or data plan customers can simply dial \*107\*1# before departing Hong Kong or upon arrival at your destinations\*\* and wait for an SMS from 3 Hong Kong to confirm service activation. Alternatively, customers can contact 3 Hong Kong Hotline on 3162 3333 or visit any 3Shop to subscribe to the service before departure. The service will be activated two to four hours after subscription. Upon arrival at any of one the above destinations, customers can manually select respective designated networks. 3 Hong Kong’s billing systems can differentiate between a customer’s local and roaming data usage. Cancellation of service upon users’ return to Hong Kong is not required.

For more details on “Data Roaming Daily Pass”, including its terms & conditions and special notes about charges, please contact 3 Hong Kong Hotline on 3162 3333, visit any 3Shop or see [www.three.com.hk](http://www.three.com.hk).

*\* Hotels in the above destinations in general will charge approximately US\$20 (about HK\$150) per day for broadband service.*

*\*\* KTF (South Korea) does not support subscription to the service by dialing \*107\*1# on mobile upon arrival for the time being. Customers are required to activate the service before departure.*