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**3 Hong Kong exclusively launches first INQ¹; Social Mobile -
"Best Mobile Handset" at 2009 Global Mobile Awards**

**Together with unmatched data and voice monthly plan to maximise social networking
enjoyment**

Hong Kong, 11 March 2009 - 3 Hong Kong, the mobile operator of Hutchison Telecom (Hong Kong) Limited ("Hutchison Telecom Hong Kong"), today announced the exclusive launch of the INQ¹, the "Best Mobile Handset" at the 2009 GSMA Global Mobile Awards. Designed by Hutchison Whampoa Limited's new company INQ Mobile, the INQ¹ Social Mobile ("INQ¹") is fully loaded with the most popular social networking services. Together with an integrated phonebook on one interface, the INQ¹ allows users to network with friends anytime anywhere over 3 Hong Kong's HSPA network. With the INQ¹ debut in town, 3 Hong Kong also presented an unmatched data and voice monthly plan and an outstanding-value handset offer, allowing a wider spectrum of mobile users to enjoy mobile social networking functions.

Integrating various popular social network services

3 Hong Kong's initiatives in leading the industry by bringing popular internet services such as Windows Live Messenger, YouTube and Skype to handsets have been well-received by customers. Identifying the increasing demand for mobile social networking services, the Company exclusively launched the first social mobile INQ¹ integrated with various social networking services on a one-click interface.

Over 20 million Facebook users currently access the site through their mobile devices. With Facebook and Skype built into the device, the INQ¹ allows customers to switch across different social networking accounts on a single interface, upload photos, update status, post new messages or chat with friends anytime anywhere. INQ¹ customers can also download YouTube and 3Messenger to enjoy Windows Live Messenger from 3 Hong Kong mobile portal Planet 3. The INQ¹ changes the conventional voice- and text-driven mobile communications landscape by delivering a new customer experience via user-friendly communications over the Internet that accelerates the adoption of mobile social networking services. Other built-in applications of the INQ¹ include eBay, Google and Yahoo! Search engines.

Unmatched data and voice monthly plan in town

3 Hong Kong introduced an outstanding-value INQ data and voice monthly plan and handset offer, enabling more customers to enjoy the service. Customers subscribing to a HK\$88 monthly plan

are entitled to 100MB data usage#, 1000 basic voice minutes and 200 heart-to-heart voice minutes. The thereafter charge is HK\$10 per 30MB and capped at HK\$290. This monthly plan allows users to access Facebook, upload photos, browse Yahoo! and Google search engines anytime anywhere. Upon signing an 18-month contract, customers can purchase an INQ¹ at HK\$333 (originally HK\$888) plus HK\$500 of prepayment. Alternatively, customers can opt for a six-month contract and purchase the handset at HK\$980. Choosing either one of these superb value-for-money offers, customers can take home the “Best Mobile Handset”.

Amy Lung, Chief Operating Officer - Mobile of Hutchison Telecom Hong Kong said: “3 Hong Kong is dedicated to bringing innovative and market-driven data services and products to a broader spectrum of 3G data service customers. The INQ¹, a good-value-for-money social networking handset that boasts a series of popular social networking functions, is just a good fit for us. We believe that the handset can bring to more users a fun mobile social networking experience, and that it has further testified our market leadership in spearheading the development and adoption of mobile data services.”

Unique features

What made the INQ¹ the winner of the “Best Mobile Handset” at the 2009 Global Mobile Awards? A design concept dubbed “ProHuman” which focuses on the provision of demand-driven services via the simplest handset design. The INQ¹ is an easy-to-use handset that provides one-click access to fully integrated applications:

1. One-click access to fully intergrated applications: Without trawling through the menus, users can instantly access Facebook, Skype, 3Messenger with a switcher key.
2. Built-in Facebook: With Facebook built into the device, the INQ¹ supports most Facebook functions including displaying friends’ status, posting messages, uploading photos, adding new friends, receiving and sending personal messages and performing the “poke” funtion. The portal has been optimised for the INQ¹, ensuring the same user experience on mobile as if browsing on PC. A notification will also be displayed on an idle screen when customers receive a new message.
3. Integrated phonebook: The innovative integrated phonebook merges and synchronises all contacts of a user on mobile, Facebook and Skype accounts. Simply access their mobile phonebooks, users can choose among various means to contact a particular friend, such as through his/her Facebook and Skype accounts. A friend’s online status is also displayed in the integrated phonebook. The procedures for setting the caller display photo can be simplified by sharing a friend’s profile picture used in Facebook.

4. Integrated message box: With SMS, Facebook and Skype messages delivered to the same inbox, customers can check messages from various social networking accounts over a single interface and send messages as well.

Eye-catching Help Cards

Unlike other electronic products, the packaging and user manual of the INQ¹ present a fresh new image. The first project of INQ+ART, the first initiative of INQ Mobile's INQ+ collaborative programmes, was to collaborate with seven famous illustrators namely Yuko Shimizu, Marcos Chin, Sara Varon, Pablo Bisoglio, Sloane Leong, Wayne Snooze and Caroline Ayello Wright to design the packing. Nine illustrations were selected to grace the back of the INQ¹ help cards, with one to dress its box, making manual reading a fun experience.

Customers are charged HK\$30 per month each for logging into Skype and 3Messenger.

For more details on the INQ¹, please contact 3 Hong Kong sales hotline on 3162 8888, visit any 3Shop or see www.three.com.hk.