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3 Hong Kong launches the city's first cross-platform telecom talk show "3 Introduces 3Shouts" – a trailblazing broadcast of the hottest and most useful telecommunications information via handsets, radio, the Internet and 3Shops

- **Transcending traditional barriers and offering the latest telecommunications information through a cross-platform interface**
- **A fresh combination of co-hosts who discuss hot telecommunications and lifestyle topics with heavyweight guests**
- **Interesting telecommunications-related facts and tips to help you become a master of today's ever-changing telecommunications technologies**
- **Enriched programme content available for review in cross-platform formats**
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Hong Kong · 28 April, 2011 - Hutchison Telecommunications Hong Kong Holdings Limited ("Hutchison Telecom Hong Kong Holdings"; "the Group"; Stock Code: 215) announced today that 3 Hong Kong, the Group's mobile telecommunications and residential fixed-line operator, has partnered with Metro Radio to broadcast "3 Introduces 3Shouts", the city's first cross-platform talk show focused on mobile communications and residential fixed-line services. With a lifestyle perspective and light-hearted approach, the programme not only introduces lesser-known information about telecommunications and its development, but also creatively promotes the development of the local telecommunications industry.

Transcending traditional barriers and offering the latest telecommunications information through a cross-platform interface

As Hong Kong's leading mobile operator, 3 Hong Kong has led the development of the local telecommunications industry with groundbreaking initiatives. This year, 3 again breaks new ground in the industry by launching "3 Introduces 3Shouts", which will present telecommunications information to local users across multiple platforms. Ms Amy Lung, Chief Operating Officer - Mobile, Hutchison Telecom Hong Kong talked about the breakthrough, "As at January 2011, Hong Kong's mobile subscriber penetration rate had exceeded 190%* while the residential fixed-line broadband penetration rate had reached 82.9%*, reflecting the increasing integration of telecommunications into our daily lives. Through creative, cross-media promotional strategies, 3 Hong Kong has always endeavoured to offer Hong Kong the most innovative and novel telecommunications services. Apart from traditional print and TV ads, we have actively broadened contact points with our subscribers via different media channels in recent years. This time, 3 Hong Kong partners with the widely popular Metro Radio in launching the city's first-ever telecommunications-focused radio programme, "3 Introduces 3Shouts", featuring guest speakers

who are also leaders in their industries. This pioneering cross-platform delivery of the latest and hottest information and developments in telecommunications free of charge via handsets, radio, the Internet and 3Shops exemplifies and consolidates 3 Hong Kong's dynamic and creative image. "3 Introduces 3Shouts" will further promote the rapid development of the local telecommunications industry as it will provide the most useful and up-to-date information about mobile communications and residential fixed-line services to telecommunications users from all walks of life, helping them to more fully enjoy and make use of the convenience and creativity made possible by modern telecommunications services."

**Source: Office of the Telecommunications Authority - Key Telecommunications Statistics (April 2011)*

A fresh combination of co-hosts who discuss hot telecommunications and lifestyle topics with heavyweight guests

"3 Introduces 3Shouts" will be co-hosted by experienced radio anchor Chan Shiu Bo, gadgets enthusiast and radio programme producer Kelvin Leung and telecommunications expert Raymond Ho. Audiences can expect exciting and inspiring conversations from this combination of interesting and outspoken personalities. Each episode will also feature special guests drawn from the entertainment, finance, publishing and telecommunications industries, who will be invited to share about interesting episodes in their lives and the benefits they have gained from using telecommunications services. The strong line-up of guests include local singers Hacken Lee, Andy Hui, Hins Cheung and Ella Koon, popular model Chrissie Chau, renowned musician Chiu Tsang Hei, well-known stock commentator Agnes Wu, and pediatrician Dr. David Lee. New heavyweight special guests will be announced in due course.

Each episode of "3 Introduces 3Shouts" promises to be nothing short of spectacular, including discussions of topics such as "how Chiu Tsang Hei became so popular with middle-aged ladies?" and "why Hins Cheung's latest MV required a password for viewing?", etc. The 3 hosts and special guests will share the hottest information and tips on telecommunications, analyse trends in the telecommunications industry in an accessible way and share lesser known news and insights about the telecommunications industry. Innovative and exciting, "3 Introduces 3Shouts" is perfect for Hong Kong people who live a fast-paced lifestyle in tune with the city's 24-hour pulse and want to get the most out of their telecommunications services. The programme will be broadcast from 6.30 to 7.30 p.m. every Friday from 29 April 2011 during the programme interval in "Hong Kong Today" on MetroInfo.

Enriched programme content available for review in cross-platform formats

To enable Hong Kong people to stay connected with the most pertinent and useful mobile communications information and the latest market trends, 3 Hong Kong mobile

service subscribers can visit the Planet 3 mobile portal to review the spectacular content of “3 Introduces 3Shouts” anytime, anywhere. Non-subscribers can also listen to the programme via 3 Hong Kong’s website at www.three.com.hk, or Metro Radio’s information website at www.metroradio.com.hk/997/. In each episode of the programme, audiences are welcome to participate in a variety of games to win great prizes through handsets or web portals. Video highlights and behind the scene clips will be broadcast at 3Shops.

For more information on 3 Hong Kong’s “3 Introduces 3Shouts”, please browse our website at www.three.com.hk or visit 3Shops.

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