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3 Hong Kong Forms Strategic Alliance with Samsung, TOM Group, DBS Bank and ESDlife to Ignite Interest in the Samsung GALAXY S II and Favspot Apps

3 Hong Kong Customers to Share

HK\$500,000 Cash Dollars Exclusively and Enjoy Spectacular Special Offers

- 3 Hong Kong customers can take up a \$0 handset price subscription offer to get the Samsung GALAXY S II, the thinnest, dual-core smartphone supporting HSDPA 21Mbps data transfer - all for a monthly fee starting at just \$148
- 3 Hong Kong, TOM Group and ESDlife launch Favspot, the latest personal mobile apps to offer exclusive benefits
- Via 3 Hong Kong's location-based SMS service and ESDlife's group purchasing platform COUPONANA, the two companies join hands to provide a promotional and interactive mobile platform which enables businesses to offer unparalleled privileges to target customers
- 3 Hong Kong's collaboration with DBS Credit Card and COMPASS VISA enables its customers to share a grand payout of HK\$500,000 cash dollars
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Hong Kong, 10 June 2011 - Hutchison Telecommunications Hong Kong Holdings Limited ("Hutchison Telecom Hong Kong Holdings", SEHK: 215) today announced that 3 Hong Kong, the Group's mobile telecoms and residential fixed-line operator, has formed a strategic alliance with Samsung, TOM Group, DBS Bank and ESDlife to launch the city's long-awaited Samsung GALAXY S II, the first dual-core smartphone supporting HSDPA 21Mbps data transfer. 3 Hong Kong is also partnering with DBS Credit Card and COMPASS VISA to offer a compelling amount of cash dollars to ignite citywide interest in the Samsung GALAXY S II.

3 Hong Kong's image as a telecoms trendsetter reinforced by alliance with Four major companies

As Hong Kong's largest mobile telecoms network operator, 3 Hong Kong has become a market trendsetter by introducing top-notch handsets and attractive mobile apps. Now the company has announced an alliance with TOM Group and ESDlife to launch Favspot mobile apps, a move designed to coincide with the release of the Samsung GALAXY S II Android smartphone. This will enable 3 Hong Kong customers to identify, record and share recommendations of their favourite local eateries, thanks to integration of Global Positioning System (GPS) and social networking technologies plus the offer of unparalleled privileges.

Ms Amy Lung, Chief Operating Officer (Mobile) of Hutchison Telecom Hong Kong Holdings, said: “We are very pleased to form a strategic partnership with four major companies - Samsung, TOM Group, DBS Bank and ESDlife - to provide Favspot mobile apps via 3 Hong Kong’s high-speed mobile telecoms network. This innovative development builds on our intent to provide customers with a modern lifestyle experience that combines mobile communications with tip-top leisure benefits.”

She added: “This large-scale project brings together the applications development talents of TOM Group, ESDlife’s expansive network of business clients and a total of HK\$500,000 cash dollars from DBS Credit Card and COMPASS VISA, along with the ultra-slim dual-core Android smartphone that supports HSDPA 21Mbps data transfer from Samsung. These unique strengths and contributions add up to a giant win-win situation for the partners and customers alike.”

Ultra-slim, dual-core Samsung GALAXY S II smartphone made available in \$0 handset price subscription offer

3 Hong Kong is soon to launch the Samsung GALAXY S II, a vivid, fast and slim (as slim as 8.49mm) Android smartphone equipped with top-class features such as a 1.2GHz dual-core CPU processor and a 4.3-inch touchscreen Super AMOLED Plus display. The fact that this is also the first smartphone to support HSDPA 21Mbps data transfer makes the GALAXY S II ideal to enhance the entertainment and multimedia aspects of digital lifestyles.

3 Hong Kong’s newly launched pre-order privilege allows all customers that choose the HK\$148 Smart Unlimited Monthly Plan to get the long-awaited Samsung GALAXY S II as part of a \$0 handset price subscription offer. They are also entitled to an exclusive 3Screen Annual Movie Pass, which provides one free movie ticket to use at Golden Harvest Cinemas every Wednesday. From today until June 13, customers pre-ordering a handset can earn two extra privileges - free unlimited local data for 12 months and a premium leather folio cover (both available while stocks last).

Mr Alex Chung, Chief Operating Officer, Samsung Electronics HK Co Ltd, said: “Building on the phenomenal success of the original Samsung GALAXY S, we are confident that Samsung will continue to lead the smartphone market. Launched in 2010, Samsung Galaxy S reaped sales of more than 10 million and is seeing steadily increasing popularity. Samsung strives to create the finest products using top-level industry techniques. The launch of Samsung GALAXY S II truly reflects our commitment to customers to take the quality of handset display, superior design and speed of Android smartphones to the next level.”

Favspot’s brand new personal mobile apps enable users to record, discover and share the

town's gourmet hotspots

Demonstrating a commitment to innovative application of technology, TOM Group's Favspot mobile apps facility combines GPS, social networking and unparalleled privileges to provide customers with a brand new social networking experience.

Ms Wendy Yu, President of Favspot, a division of TOM Group Limited said: "With the widespread popularity of smartphones, we are fully aware that busy urban dwellers need more powerful and practical Apps to manage their lives. Favspot reflects Tom Group's commitment to a user and technology-centric platform. Our collaboration with 3 Hong Kong and ESDlife enriches the Favspot experience."

Favspot*, via GPS, enables Android smartphone users to browse and record gourmet hotspots, while keeping a note of addresses and signature dishes and discovering restaurants recommended by friends and celebrities. As well as receiving information, users can post their records and recommendations on top social networking websites to share their favourites and comment on other users' records via SMS. Favspot enables users to share certain aspects of their leisure lives and spread news of their discoveries.

**iPhone and PC versions will soon be available.*

ESDlife launches new interactive platform from which businesses can send promotional messages and special offers to target customers

Presiding over a strong business network, ESDlife provides users with exclusive offers and has launched a new-age interactive platform for marketing. Mr Tony Ma, Chief Executive Officer of ESDlife, said: "Favspot offers a new promotion platform for businesses, enabling them to act directly and interactively. Once verified, merchants can manage their own accounts and update new information or upload special offers at any time. They can also send their offers to target customers via the group-purchasing website COUPONANA and 3 Hong Kong's location-based SMS service, jointly created by 3 Hong Kong and ESDlife."

ESDlife has already been identifying a wide range of free restaurant offers for Favspot users. From July onwards, exclusive offers involving Butao Ramen, Pacific Coffee, Triple O's and Lan Kwai Fong Entertainment will be rolled out every week for 3 Hong Kong customers, whereas special offers from Tai Cheong Bakery, Yo Mama, New York Fries, Honeymoon Dessert, Hung Fook Tong and others are for all Favspot users.

3 Hong Kong customers in the running to share HK\$500,000 cash dollars from DBS Credit Card and COMPASS VISA

In order to celebrate Favspot's launch, TOM Group, DBS Credit Card and COMPASS VISA will join

hands to award HK\$500,000 cash dollars to be shared exclusively by 3 Hong Kong Favspot users.

Ms Carol Hung, Senior Vice President, Cards & Unsecured Loans, Consumer Banking of DBS Bank (Hong Kong) Limited, said: “We hope to provide our customers with a brand new credit card spending experience that harnesses the power of new mobile apps, Favspot. Thanks to its social networking and GPS functions, customers are able to discover the all-round benefits of DBS credit card and COMPASS VISA on dining, travelling and everyday usage anytime, anywhere.”

Pre-registered 3 Hong Kong customers using Favspot to record and share their restaurant recommendations, and perform transactions with a DBS Credit Card or COMPASS VISA, are eligible to share HK\$250,000 cash dollars per month for two consecutive months. No limit exists on the number of entries possible and the cash dollars can be won by any eligible customer.

For Samsung GALAXY S II sales enquiries, please browse 3 Hong Kong’s website at galaxy.three.com.hk, call our customer hotline on 3162-2222 or visit 3Shops.

For Samsung GALAXY S II product information, please browse www.samsung.com or call Samsung’s customer service hotline on 3698-4698.

For information on Favspot apps, please browse Favspot’s website at www.favspot.net.

For information on ESDlife, please browse ESDlife’s website at www.esdlife.com.

For information on DBS Bank, please browse DBS Bank’s website at www.dbs.com.

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