



For Immediate Release

**CSL, the #1 Mobile Operator in Hong Kong, Becomes Asia's First
to Launch a DRM-free Full Song Download Service**

Customers can now transfer songs to different devices without limitations

Hong Kong, 14 August 2007 — CSL continues to lead the trend by becoming Asia's first mobile operator to launch the 3G DRM-free (Digital Rights Management-free) Full Song Download service. The new service sets music "free" by allowing customers to use their 3G, HSDPA handsets or PCs to download the **HiQuality** (HQ) version of the latest local and international hit songs from EMI and Gold Label. They can then transfer the songs to any handset, PC or MP3 player to enjoy the music anytime, anywhere, and on any device.

Matthew Willsher, Chief Operating Officer of CSL, said: "The DRM-free Full Song Download service offers extra value for customers by truly addressing their needs to enjoy their favourite music over multiple devices like mobile phones, MP3 players as well as CD players. Backed by our high-speed Mobile Broadband network, the customer's mobile download experience is further enhanced."

Jean-Francois Cecillon, Chairman and CEO of EMI Music International, said: "Music is synonymous with mobile entertainment, and the mobile broadband revolution will only serve to enhance the mutual growth opportunities for music and mobile companies. I'm delighted that CSL shares EMI's vision of giving consumers a higher quality digital music service and one that is interoperable with multiple devices."

Thousands of local and international HiQuality DRM-free full songs for download at broadband speed

CSL's DRM-free Full Song Download service has no usage limitations on digital content in terms of copy limits or play count limits*. Customers can now download 192kbps MP3-encoded HiQuality full songs from a playlist of thousands of local and international songs by EMI and Gold Label artists including The Chemical Brothers, Kylie Minogue, Robbie Williams, Coldplay, A-Mei, Leo Ku, Edmund Leung, Justin, Kary Ng and Stephy Tang. Some of the latest hits are pre-released songs offered in DRM-free format for the first time. Customers using their Mobile Broadband (HSDPA) handsets can enjoy high-speed download from CSL's "Music Channel". Alternatively, they can logon to 1O1O's or One2Free's web site to download DRM-free music directly to their handsets or PCs. In addition, CSL's Music Library is equipped with a powerful and easy-to-use search engine that supports both Chinese and English input, enabling customers to find their favourite songs easily.

CSL's DRM-free Full Song Download service is priced at \$17 per download, or \$15 plus 20C per download if the customer subscribes to the Mobile Multimedia Services Package.

Win the latest 3G handsets by downloading DRM-free full songs

Starting from today to 30 September 2007, all music-lovers in town can join CSL's DRM-free SMS game. Simply answer a question and SMS to 9098 4123. Customers have a chance to win grand prizes, like 3G or Mobile Broadband handsets including the Nokia 6110 Navigator and the Sony Ericsson W660i.

During the same period, CSL customers with the most downloads using the DRM-free Full Song service each week will win a Nike \$100 cash coupon. Those with accumulated spending of \$500 or above on the DRM-free Full Song service will have a chance to win a Sony Ericsson W880i or other handsets – this is a great chance to enjoy DRM-free music with the latest 3G handsets!

To find out more, please call these hotlines or visit these websites:

1O1O Customers: 2888 1010 / www.csl1010.com

One2Free Customers: 25 123 123 / www.one2free.com

* The copyrights of the DRM-free full songs provided are the valuable intellectual property of the respective Content Owner(s) and the content is distributed and sold for personal and non-commercial use only.

DRM-free Full Song Download service presents the latest pre-released songs

Category	Full Song Download
Latest Hit Songs	<ul style="list-style-type: none"><li data-bbox="448 396 715 427">● 古巨基－愛回家<li data-bbox="448 439 743 470">● 古巨基－錢錢錢錢<li data-bbox="448 481 655 512">● 側田－一句<li data-bbox="448 524 791 555">● 鄧麗欣－Fantasy Tale<li data-bbox="448 566 743 598">● 梁漢文－自作聰明

About CSL

CSL is the largest operator in mobile communications market in Hong Kong. Combining technical and engineering excellence with an in-depth understanding of the mobile market, it translates leading-edge technologies into customer-focused solutions that meet the needs of different market segments.

In April 2006, a joint venture company, CSL New World Mobility Limited to own CSL and New World PCS Limited, was formed. CSL New World Mobility Limited is 76.4% beneficially owned by Telstra Corporation Limited and 23.6% beneficially owned by New World Mobile Holdings Limited.

CSL is acknowledged as the first mobile company in Hong Kong to employ a distinctive market segmentation strategy. With a commitment to deliver quality, innovative and relevant services to all its mobile customers, CSL markets its services to various segments through its mobile brands: 1O1O, One2Free and New World Mobility.

CSL launched its mobile services early in 1983 and today operates a world-class GSM / WCDMA network. CSL also offers comprehensive pre-paid mobile services and its international roaming service provides the widest coverage by allowing mobile connectivity in more than 250 destinations around the world.

CSL became the world's first operator to introduce a High Speed Circuit Switched Data (HSCSD) service in May 2000 and, in November 2000, it launched the first commercial General Packet Radio Service (GPRS) in Hong Kong.

CSL also introduced Asia's first Multimedia Messaging Service (MMS) in March 2002 and it was also the first in Asia to deploy EDGE (Enhanced Data Rates for GSM Evolution) in September 2003. In December 2004, the Company launched its 3G and Wi-Fi services. And HSDPA (High Speed Downlink Packet Access) service was launched in September 2006.

CSL launched Asia's first 3G Video Sharing Service in November 2005 and Hong Kong's first "3G Mobile TV" in February 2006.

For more information about CSL, please visit www.hkcsl.com.

For media enquiry, please contact:

Josephine Shiu

Tel: +852 2888 2094

Fax: +852 2250 4220

Email: josephine.ym.shiu@hkcsl.com