



For Immediate Release

**1010 Mobile Broadband Service Enables Customers
To Enjoy High-Speed Connectivity**

**Take a broader view with a comprehensive coverage
and a wide choice of handsets and devices**

*The new Dopod U1000 Super Mini Notebook and O₂ Xda Atom Life PDA
are ideally suited to customers' needs*

Hong Kong, 16 March 2007 – CSL 1010 is further enriching customers' Mobile Broadband experience by offering customers an extensive range of HSDPA-enabled handsets and devices in town. This includes the new Dopod U1000 Super Mini Notebook and the O₂ Xda Atom Life PDA. With 1010's superior territory-wide Mobile Broadband Service and international roaming service, customers can enjoy true mobility, especially faster access to 1010's rich mobile content and comprehensive value-added services.

CSL's Chief Executive Officer, Hubert Ng, said, "CSL has always been devoted to unlocking the power of mobile data communications. We offer an array of Mobile Broadband handsets and devices, giving customers as much choice as possible so that they can select the services and devices that best suit their business and daily needs. With 1010's superior local Mobile Broadband and international roaming service, customers can now enjoy faster, more stable downloads at data transmission rates of up to 3.6Mbps. This keeps them connected to timely, critical information, allowing them to capitalise on every business opportunity and to make the most of their leisure time."

The most comprehensive Mobile Broadband Service – exclusively for 1O1O customers

1O1O offers a diverse choice of HSDPA handsets and devices in town. At the same time, 1O1O offers customers a reliable, high-quality local Mobile Broadband Service and Mobile Broadband roaming service, which covers over 60 destinations around the world, enabling 1O1O customers to stay connected without any geographical constraints.

With a HSDPA-enabled handset or device, 1O1O customers can enjoy faster and more stable access to 1O1O's value-added services. This includes access to "Real-time Stock Quotes and Forex" (JAVA) to get real-time financial information and "Pocket MSN" to keep connected with family and friends. 1O1O customers can also enjoy the exclusive "Info Easy Reader" (RSS) to browse the news and information from Apple Daily, Ming Pao, Reuters and Dow Jones at anytime, or to have the latest headlines conveniently pushed to their handheld at intervals.

Cutting-edge handsets and devices enhance customers' Mobile Broadband experience

1O1O's launch of the Dopod U1000 Super Mini Notebook and the O₂ Xda Atom PDA allows customers to enjoy a brand-new Mobile Broadband experience.

The stylish, powerful Dopod U1000 Super Mini Notebook comes equipped with a full QWERTY detachable keyboard, a 5-inch super-large touch screen and a 3 Mega pixel camera. It supports 3.5G networks, Wi-Fi and Quad-band, and has a built-in 8GB mini hard disk, Global Positioning System (GPS) and Opera Browser for surfing online banking website. The U1000 also supports Microsoft Push Email technology, POP3 Email, Pocket MSN messaging service and state-of-the-art multimedia functions, making it ideal for 1O1O's business customers to surf the Internet, download email and access a huge range of applications with greater convenience.

The sleek, ultra-thin O₂ Xda Atom Life is the first O₂ PDA handheld that supports 3.5G Mobile Broadband with data transmission rates of up to 3.6Mbps. It is equipped with a built-in 1GB flash ROM and supports Microsoft Push Email technology, POP3 Email, Pocket MSN messaging service and various multimedia functions. It can also act as a plug-in USB modem for a 3.5G broadband connection, enabling 1O1O customers to receive information in real time.

1O1O's wide array of Mobile Broadband handsets and devices also includes the Samsung Anycall Z728, the Dopod D810 and 838Pro, the MOTORAZR maxx V6, the Sierra Aircard 875 HSDPA data card, the Huawei E220 USB modem, and so much more.

Subscribe to the Mobile Broadband Service Plan to enjoy special handheld offers

Customers can subscribe to 1O1O's Mobile Broadband Service Plan and enjoy the special handheld offer. They can purchase Dopod U1000 Super Mini Notebook for as low as \$6,980 or O₂ Xda Atom Life PDA for as low as \$4,980, and, as bonus, customers can earn up to 3,000 Asia Miles. In addition, customers can enjoy an exclusive end-user training tutorial for free, where a team of professional trainers will showcase the handheld's functions, offer tips and introduce 1O1O's various applications – all helping customers to maximise the powerful handheld's utility.

From now until 15 May 2007, customers purchasing any Dopod handheld will receive a free 1GB memory card (valued at \$300); customers purchasing any Dopod handheld and subscribing to selected data service plans will receive a free 1GB memory card (valued at \$300) and a 3-month free trial of the local Wi-Fi Service (valued at \$150). Customers who purchase the Dopod D810 will be upgraded to receive a free 2GB memory card or a Linksys wireless broadband router.

To find out more, please call the 24-hour 1O1O Sales Hotline at 2988 1010, or visit our homepage www.CSL1010.com.

“Mobile Broadband Service Plan” – Dopod U1000 and O₂ Xda Atom Life Offer

Monthly Fee	Free Local Data Service	Dopod U1000		O ₂ Xda Atom Life		Asia Miles Earned
		Original Price	Special Price	Original Price	Special Price	
\$138	60MB	\$9,880	\$9,380	\$6,680	\$6,180	1,000
\$268	150MB		\$8,880		\$5,680	2,000
\$538	Unlimited + Unlimited Wi-Fi		\$6,980		\$4,980	3,000

Remarks:

1. Voice and SMS charges for the above rate plan are \$0.80 per minute and \$1.00 per SMS respectively. The thereafter charge for the data service is \$ 0.01 per KByte.
2. Customers are required to subscribe to the designated service plan for 12 months to enjoy the special offer.
3. Other terms and conditions apply.

About Hong Kong CSL Limited (“CSL”)

CSL is a pioneer in the 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 and One2Free.

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. The Company launched its 3G and Wi-Fi services in December 2004, and then launched the High-Speed Downlink Packet Access (HSDPA) Mobile Broadband Service 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.

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