



For Immediate Release

CSL Appoints Chief Marketing Officer

Hong Kong, 4 January 2008 – CSL today announced the appointment of Ms Christina Teo as its Chief Marketing Officer.

Ms Teo is a veteran in marketing management and has 20 years of experience across various marketing portfolios. She had worked at senior management level in world renowned companies including Acer in Europe, IBM and Yahoo in Singapore, and Digital Equipment Corporation, 3Com and O2 Mobile Phones in Hong Kong.

Ms Teo's last assignment held as Marketing Vice President for O2 Mobile Phones Asia based in Hong Kong and Singapore.

Mr Tarek Robbiati, Chief Executive Officer of CSL, said: "I'm delighted at the appointment of Ms Teo to the position of Chief Marketing Officer to drive CSL's key strategic marketing initiatives. She will take a leadership role in setting marketing strategies, direct marketing activities and will have overall responsibility for the management of the marketing function. We are confident that with Ms Teo's solid local and regional marketing experience in the IT and mobile industries, CSL will extend its market leadership through creative marketing strategies."

Ms Teo holds a Bachelor of Arts and Social Science degree from the National University of Singapore, and is completing a Masters in Psychology degree at the New York University.

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About CSL

CSL is the #1 Mobile Network Provider in Hong Kong, by customers, revenues and profits. 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 Hong Kong CSL Limited 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 Development Company 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: 1010, 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 the first in Asia to deploy EDGE (Enhanced Data Rates for GSM Evolution) in September 2003. In December 2004, CSL launched its 3G and Wi-Fi services and a 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 <http://www.hkcsl.com/>.

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