



香港賽馬會
The Hong Kong
Jockey Club

For Immediate Release

Title Sponsorship of CSL Million Challenge from 2008-2011 Season

Hong Kong— February 27, 2008—CSL, the largest Hong Kong mobile operator, announced today its strategic partnership with The Hong Kong Jockey Club (HKJC) for the title sponsorship of the upcoming CSL Million Challenge from 2008 to 2011. As a key racing series run at the Happy Valley Racecourse, the CSL Million Challenge signifies CSL's passion to support the most popular sport in Hong Kong and our commitment to play an active role in the local community.

Mr Tarek Robbiati, Chief Executive Officer of Hong Kong CSL Limited; Ms Christina Teo, Chief Marketing Officer of Hong Kong CSL Limited; Mr Winfried Engelbrecht-Bresges, Chief Executive Officer of HKJC; and Mr William A Nader, Executive Director of Racing of HKJC officiated the kick-off ceremony at the Parade Ring, Happy Valley Racecourse today.

Mr Tarek Robbiati, CEO of Hong Kong CSL Limited said "We are proud and delighted to be the title sponsor of the CSL Million Challenge for the next three years. The Million Challenge is a very important racing series held at Happy Valley during the racing season. This sponsorship can well complement CSL's brand essence by providing highest quality services to the local community. This partnership demonstrates a strong synergy between the two companies and we look forward to a successful campaign."

Mr Winfried Engelbrecht-Bresges, CEO of Hong Kong Jockey Club said, "we are delighted that CSL will be our title sponsor for the CSL Million Challenge for the next three years, starting from the 2008/09 season. The unique Happy Valley race course is a very popular venue among horse owners, members and racing fans alike. The Million Challenge has been a great success, evidenced by the strong increase in the quality of races at the city track - thus achieving the goal of encouraging higher class horses to run at this course in the first half of the season. CSL and the Hong Kong Jockey Club are delighted to make this title sponsorship announcement today, on the finale night of the Challenge, and to celebrate the crowning of Elfhelm as the 2007/08 champion. To be the champion of the Challenge, the horse needs not only be a Happy Valley specialist but also perform consistently throughout the series. This will certainly improve the standard of racing at Happy Valley and make it more exciting and competitive. The CSL Million Challenge will continue this tradition. It will be a fantastic marketing platform for our sponsor and we

welcome this partnership."

Sharing similar goals and values as the HKJC, CSL has, throughout the years, dedicated to work for the excellence of Hong Kong people with continuous commitment to strive for the best for its customers. CSL believes such shared goals and values will make this sponsorship very worthwhile.

~End~

About CSL Million Challenge

The CSL Million Challenge will comprise Happy Valley races of Class 3 or above from September to February in the season.

When the Competition concludes at the last Happy Valley meeting in February in the season, a total bonus of HK\$1,000,000 will be awarded to the Owners of the three horses with the highest accumulated points. Distribution of the bonus will be as follows:

	Bonus
Winner	HK\$650,000 (with a trophy)
1st runner-up	HK\$250,000
2nd runner-up	HK\$100,000

About CSL

CSL is the largest operator in the mobile communications market in Hong Kong. The Company launched its mobile services in 1983, and today operates a world-class GSM / WCDMA network. 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. The Company markets its services to various segments through its mobile brands: 1010, One2Free and New World Mobility.

CSL introduced its 3G and Wi-Fi services in 2004 and HSDPA in 2006, and has pioneered the launch of HSCSD, GPRS, MMS, EDGE, Video Sharing and "3G Mobile TV" in Hong Kong. For more information about CSL, please visit www.hkcs.com.

This press release is distributed by AQ Communications Limited on behalf of Hong Kong CSL Limited. For any media quires, please do not hesitate to contact us.

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