

Marketing Release

Power Pole - JCDecaux Transport & Hong Kong International Airport offer first free recharging service and the world's fastest All-IP mobile broadband service sponsored by 1010

Hong Kong, 25 May 2009 – New free battery recharging internet access station at Hong Kong International Airport (HKIA) will provide passengers an even more convenient travelling experience in Hong Kong. This new Power Pole facility, also known as 1010 Next G™ Experience Station, offers passengers a real mobile broadband experience via the world's fastest All-IP mobile broadband network at download speeds up to 21Mbps* and additional power recharging service. Each pole is equipped with a 22" LCD monitor and a computer unit connected through 1010 Next G™ Express 21 Modem for ultra-high speed internet connection. It is also outfitted with 2 power socket outlets and 4 USB ports allowing several travellers to re-charge their electronic devices at the same time for free. These outlets can be connected to most portable electronic devices, such as mobile phones, laptops, MP3 players & PDAs.

JCDecaux Transport and HKIA install 5 Power Poles at the Departure Concourse to provide travellers with a free power boost for their personal electronic devices, designed to optimize travellers' dwelling time at the airport. Assistant General Manager, Marketing & Business Development of Airport Authority Hong Kong, Christina Cheng commented, "We conduct surveys at regular intervals to keep track of airport passengers' requirements, and we always aim to team up with the best partners to provide new services that could enhance passengers' experience. On average 2 hours 40 minutes dwell time of Transit/Transfer passengers indicates that the Power Pole facility could make passengers' waiting time much more productive."

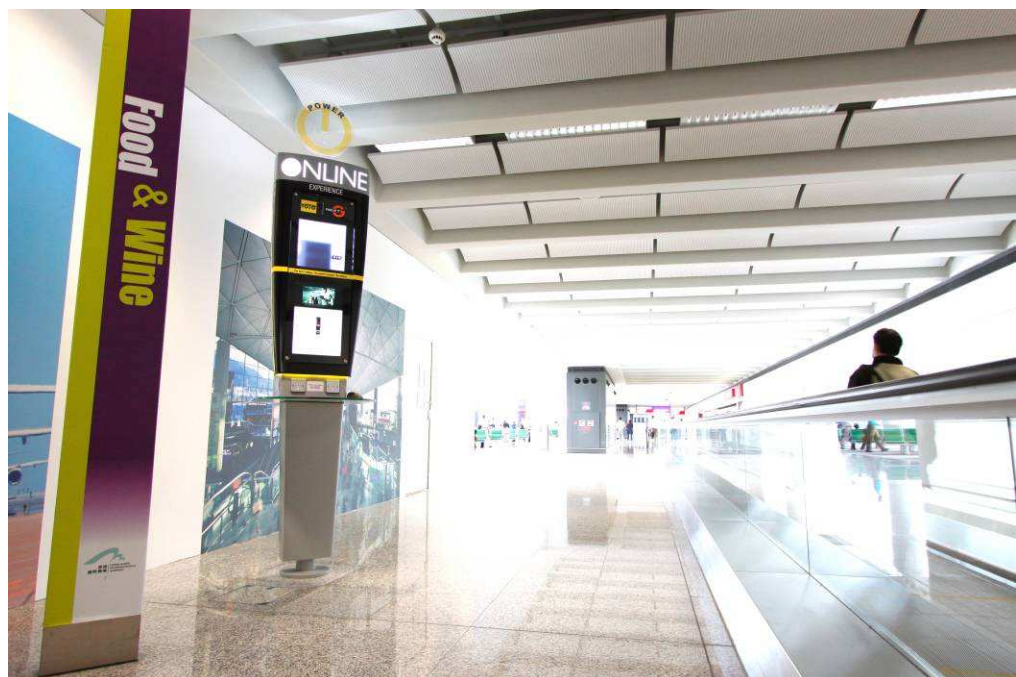
"We are pleased to be the first mobile operator to offer the power pole services to passengers, by joining forces with JCDecaux Transport and Airport Authority. As a leading mobile operator in Hong Kong, 1010 is the preferred choice for discerning individuals who expect best in class services. We are bringing value to the passengers by offering them the convenient battery charging point for their devices while they surf the internet with ultra-high speed mobile broadband service brought by 1010 Next G™. This initiative has been extremely well received since travelling with mobile devices, e.g. PDA, smartphones and laptop becomes increasingly common nowadays." Aenil Premji, Chief Marketing Officer of CSL Limited said.

General Manager of JCDecaux Transport, Shirley Chan said: "As the leading outdoor media, JCDecaux Transport always creates spectacular and exceptional advertising format to provide our advertisers an innovative channel in order to launch their outstanding advertising campaigns. The Power Pole for Hong Kong International Airport is a top-shelf creation to serve as a recharging service for airport passengers and also an impactful advertising media with innovation for our advertiser to attract their audiences more effectively."

*Peak network download speed. Actual speeds may vary due to network conditions, hardware, software & other factors.



The first Power Pole at Hong Kong International Airport
(Located at Departure Central Concourse)



Power Pole at Hong Kong International Airport
(Located at Departure North Concourse)

Background Information on JCDecaux Transport:

JCDecaux Transport, the subsidiary of the French-based JCDecaux Group, manages the Hong Kong International Airport Advertising Concession, Macau International Airport Concession, the MTR Advertising Concession, and other outdoor advertising projects.

Key information about the Group

- 2005 revenues: €1,745.2 million; Q1 2006: €442.2 million
- JCDecaux is listed on the Eurolist of Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, trains and tramways (207,000 advertising panels)
- N°1 in Europe for billboards (190,000 advertising panels)
- 715,000 advertising panels in 46 different countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

Key information about JCDecaux in China

- N°1 outdoor advertising company in China with 79,400 advertising panels in 20 cities
- 10,700 advertising panels in Street Furniture (4 cities)
- 68,700 transport panels (20 cities)
- 29 advertising panels in Large Format (1 city)
- 966 employees

About CSL Limited

CSL is Hong Kong's first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: 1010, One2Free and New World Mobility.

It operates a world-class GSM / WCDMA network through which it offers comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with over 400 mobile operators around the world. For more information, please visit www.hkcsl.com.

CSL is a subsidiary of Telstra Corporation Limited, Australia's leading telecommunications and information services company (www.telstra.com).

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