



Press Release

## **1010's EXpresso: One Simple Click Keeps You Connected to the World**

**Hong Kong, 19 May 2009** - 1010 introduces **EXpresso** – a brand new mobile service that offers an all-English mobile channel comprising of news, finance, sports, entertainment and public mobile sites. With 1010 all-in-one EXpresso on Next G™, the world's fastest All-IP mobile broadband network, it is now easy to stay connected to what happens in Hong Kong and abroad.

1010 all-in-one EXpresso provides the latest news, finance, sports and entertainment content from Reuters, South China Morning Post, Bloomberg, and more. With exclusive "What's on" content from Time Out Hong Kong, customers will find it easier to know more about local places to hang out, dining and cultural activities in Hong Kong at their fingertips. In addition, hyperlinks to international media like BBC News, The New York Times, and Australia Network News, make customers' lives easier by providing one-click access to news from other countries. The 1010's MyNet feature in EXpresso links to popular social networking sites, including Facebook, MSN Messenger, Gmail and Hotmail, helping customers to get in touch with their friends and family around the clock.

Mr. Aenil Premji, Chief Marketing Officer of CSL Limited, said, "Hong Kong is one of the world's major business and cultural hubs. This special multicultural cosmopolitan city is also reflected in its cuisine, entertainment activities as well as traditions. Although the population is predominantly Chinese, people speaking in other languages also form a distinctive and significant segment of society. They also have a need to stay updated on what's going on in town and abroad whether for business or social use. EXpresso is a tailor-made mobile service which initially caters to their specific needs of the English speaking community from United Kingdom, United States, Australia and Canada etc. By combining download speeds up to 21Mbps with the unmatched coverage of our 1010 Next G™ mobile broadband network, EXpresso provides the latest news from Hong Kong and abroad in a most convenient way!"

For only HK\$55 per month, customers can view all EXpresso's text and video content and receive SMS alerts from Bloomberg. Customers can also choose to pay as they go. For more information, please call 1010's customer service hotline at 2888 1010, or visit [www.1010.com.hk](http://www.1010.com.hk).

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### **About 1010**

Launched in 1993, 1010 is the prestigious brand of CSL Ltd, the largest mobile operator in the mobile communications market in Hong Kong. Well-known for its quality network and premium customer services, 1010 is not only the first choice for Hong Kong's business users but it is also benchmark leader for the industry.

1010 established a number of notable and highly successful firsts: 1010 Next G™, 1010 Concierge, 3G Video Sharing Service, F-Secure Mobile Security Service and a loyalty programme for its mobile users - 1010 ClubBest™.

The brand's market leadership and superior customer service are highly recognized by the industry. Utilizing its talent, technological know-how and quality networks, 1010 launched 1010 + BlackBerry Wireless Email Solution in 2004 to maximize corporations' efficiency and enable corporate customers to communicate seamlessly with their business partners and clients and continues to bring innovative and practical solutions to the market.

For more information about **1010**, please visit [www.1010.com.hk](http://www.1010.com.hk).

### **For enquiry, please contact:**

CSL Limited

Ms Maggie Poon

Tel: 2883 5769

Email: [maggie.yw.poon@hkcsl.com](mailto:maggie.yw.poon@hkcsl.com)

Website: [www.hkcsl.com](http://www.hkcsl.com)