



Immediate Release

**1O1O Launches Hong Kong's First Mobile Real-time Global Financial Service
Captures Every Investment Opportunity in Global Financial Market**

Hong Kong, 1 June 2009 — 1O1O is partnering with Blue Systems to launch Hong Kong's first mobile real-time global financial service, Invest Expert. The service enables 1O1O customers to obtain comprehensive information about global financial markets in real-time. 1O1O customers can get a wide variety of financial information feeds from local and global financial markets directly to their mobile, and even allow them to trade in real-time as professional investors do.

1O1O's new global financial information service allows customers to obtain the global financial information through the newly launched 1O1O Invest Expert* - an 'all-in-one' professional financial tool which keeps customers updated with real-time financial information and quotes from 100 exchanges around the world, including Hong Kong, China, Taiwan, Australia, US, UK, and 12 other European markets.

For added flexibility and comprehensiveness, 1O1O Invest Expert allows customers to set and manage their own portfolio including stocks, forex, indexes and commodities.

Mr. Aenil Premji, Chief Marketing Officer of CSL said, "We are very excited to be partnering with Blue Systems to provide our customers with enhanced mobile financial services. The enhanced functionality of Invest Expert combined with the speed of delivery of 1O1O Next G™ mobile broadband network service allows customers to be updated and make investment decisions in local and global financial markets at their fingertips in real-time at any-time, in any-location on their mobile. With increasing demand and attention placed on the financial services, Invest Expert is the best mobile financial service for customers to act as professional investors in the ever changing international financial market – where time is the enemy."



As customers are keen to receive more and more first hand information about the financial markets, the alert setting feature is also available to capture every investment opportunity. Together with over 1,400 real-time foreign exchange pairs, real-time oil prices from New York, London and Dubai, real-time precious metal prices, including gold, silver, platinum and palladium, over 50,000 stocks company financials, portfolio manager, charts, 1010 Invest Expert provide customers an assistance to keep updated with the latest financial market developments.

1010 Invest Expert is a tool to help customers become professional investors in the ever changing international financial marketplace. From now on, customers may choose their own mobile financial service at a monthly fee of \$350 (GPRS charging excluded). More service plans are now available at 1010 for customers.

For more details, please call 1010 sales hotline at 2988 1010 or visit www.1010.com.hk.

*Contents are provided by Blue Systems. Download application from 1010 Financial channel for service activation.

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.

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