



one2free Next G™ unleashes the power of Musicholic™

Stay close to music trends in double quick time

Hong Kong, 23 April 2009 – one2free today announced the launch of an innovative mobile service, **Musicholic™**. With the new **Musicholic™** on Next G™, the fastest mobile broadband network in Hong Kong, hit songs and music videos are easily downloaded and streamed at lightning speed to your mobile phone and PC. Customers can now spread their musical influences in a flash.

Musicholic™ has an extensive music collection with a wide variety of genres featuring more than 700,000 audio files and music videos, and the latest music and artistes' news for downloading, streaming and viewing. With superior audio and video streaming quality via one2free's powerful Next G™ mobile broadband network, customers can enjoy music-related content anytime, anywhere.

A service developed in and for the people of Hong Kong, **Musicholic™** allows customers to create and share their own playlists. Dedicating and recommending songs to friends has never been easier. The personalized playlists of **Musicholic™** shows off one's personal musical taste. This feature also allows customers to upload pictures as well as display the songs they are currently listening to. Customers can also join Fans Group for updates on their idols and chit-chat with other fans on freeBlog.

Mr. Aenil Premji, Chief Marketing Officer of CSL Limited, said, "Music has been one of the main revenue drivers in mobile entertainment. The use of mobile phones as music players is becoming phenomenal."

Mr. Premji continued, "Customers expect music on their phones to be a delightful and hassle-free experience. A pool of music for selection and latest artistes' news are basic requirements. Advanced features, such as accessibility to published playlists, creation and sharing of one's playlists within the community, as well as updated celebrities/artistes' playlists being pushed to customers, are just some of the features that our highly demanding customers would find relevant. **Musicholic™** is undoubtedly the service that can answer their needs. "

The service's interface is user-friendly. It has a dual platform, one for mobile phones and one for PCs. It also features built-in content search functions, artistes' playlists, personalized playlists stored on a server, daily hit song recommendations with pre-listening feature, detailed song categorizations, auto preload pop billboard, easily downloadable new releases and hit songs direct to one's playlists, and so much more.

From HK\$48 per month*, customers can enjoy **Musicholic™** with unlimited access to all songs and music videos on either their mobile phone or PC. From now until May 10, 2009, subscribers have a chance to get tickets to one2free Charlene Choi's "Meet & Greet Party". For more information, please call one2free at 29 722 123, or visit www.one2free.com or www.Musicholic.com.hk.

*Promotion valid until July 31, 2009

About one2free

one2free was launched in 1996 by CSL. In keeping with its progressive nature, in April 2008 one2free re-positioned itself to enable it to take its exciting products and services to the whole family by providing new customized solutions. one2free also provides cost-effective solutions for the Small Office Home Office (SOHO).

one2free's flagship store is located at Yee Woo Street, Causeway Bay. With boutique-style service, it provides customers with a hassle-free mobile experience, and a simple and enjoyable mobile life.

For more information, please visit www.one2free.com.

For media enquiry, please contact:

CSL Limited

Ms Maggie Poon Tel: 2883 5769

Email: maggie.yw.poon@hkcsl.com

Website: www.hkcsl.com