



For Immediate Release

## **New World Mobility offers 3G Services to Hong Kong Market**

**Hong Kong, 2 November 2009** - New World Mobility, one of Hong Kong's most highly regarded mobile service providers today revealed details of its plans to offer 3G services to Hong Kong residents and visitors.

New World Mobility has launched an attractive 3G Tariff Plan starting from \$45, which includes 1,500mins (All Basic), 30mins Video Call, 200KB Mobile Internet Service, 100 Free Intra-SMS, Call Management Service and Free browsing to myWorld's News, Weather and Mark Six channels.

New World Mobility Ltd Director Mr. Wesley Cheng said "with New World Mobility's myWorld channels, you can keep track of the latest News, Weather, Mark Six and Traffic information at anytime and anywhere. The service is very attractively priced for New World Mobility's 3G and 2.75G mobile internet customers who look for affordable quality in communication services. Stay tuned for more exciting offers from us."

"We are excited about this new service and the ability for our customers to experience 3G combined with the service and commitment for which New World Mobility is renowned. We look forward to growing the business even in these tough times because we understand what people want and then we give it to them" said Mr. Cheng.

New World Mobility offers 3G services for sale in its stores at 30 locations throughout Hong Kong starting from 1 November 2009.

For details, please contact 7777 1010 or visit our website [www.nwmobile.com](http://www.nwmobile.com)

## **About Us**

New World Mobility was launched in 1997 and formally became one of the mobile brands of CSL Limited in April 2006. It offers a wide range of quality, value-for-money GSM mobile services including voice services, customized value-added services and mobile prepaid services for the mass market.

In October 2008 a new joint venture company, New World Mobility Limited, was formed by CSL Limited and Telecom Digital Mobile Ltd (TDML). The company offers a wide range of practical, customer-oriented and value-for-money mobile services using the brand "New World Mobility".

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