



one2free and Octopus join forces

~ Use Octopus at one2free to earn 5x Reward\$ and win great prizes ~

Hong Kong, 23 June 2009 – one2free and Octopus are pleased to announce the exclusive partnership of one2free and Octopus Rewards which brings convenience and exceptional benefits to targeted customers. Customers simply need to register with both one2free's oneRewards loyalty club and Octopus Rewards programme to get extra Octopus Reward\$, which are easily earned when customers use one2free services or purchase handsets at one2free shops. one2free shops now accept Octopus for payment, providing fast and convenient transactions for customers. The partnership will kick off with the launch of the "5x Reward\$" campaign. Customers can earn five times Octopus Reward\$ by simply registering as a member of oneRewards and Octopus Rewards.

Mr Tarek Robbiati, Chief Executive Officer of CSL Limited, said, "one2free listens to what its customers want and we understand their needs. That is why we developed this service by bringing together two Hong Kong corporations — Octopus and one2free. Both the Octopus and the mobile phone are considered daily necessities. They are the two items that you just cannot leave home without and that is why it makes sense to bring Octopus and one2free together. We are excited about this partnership with Octopus and our increased ability to provide additional benefits to our customers. Not only have we launched Next G™, the world's fastest All-IP mobile broadband network in Hong Kong, but also we continue to take the challenge to the market place by providing new and exciting services like this. I am also delighted to say that we now provide our customers with one of the fastest ways to earn Reward\$."

Ms Prudence Chan, Chief Executive Officer of Octopus Holdings Limited, said, "Our partnership with one2free is a strong and natural one as both companies share a common brand promise in making everyday life easier, and we are both in the forefront of innovation. With today's launch, customers can enjoy the ease of paying mobile service bills in-store by using their Octopus and earning Reward\$ when they pay for one2free's mobile services by whatever payment means. These are proven benefits and offer true convenience for our customers." Octopus Rewards is one of the largest loyalty programmes in Hong Kong, with more than 2.2 million registered members who

can earn and redeem Reward\$ through 23 merchants at over 800 locations throughout Hong Kong.

Making payment with Octopus gives added convenience to one2free customers, helping “make life easier”, fulfilling one2free’s brand promise. To celebrate the partnership with Octopus, one2free has invited Mr Jim Chim Shui-man, one of Hong Kong’s most famous actors and comedians, to represent the “face” of the concept. Jim has designed a series of messages representing different lifestyles and attitudes of one2free’s unique customers and how we can make life easier. These messages will be printed in a series of 5 limited edition collectable Octopus card holders, available exclusively to selected customers.

From today, customers can enter the “one2free *Dood* Lucky Draw” to win fabulous prizes by making any purchase, making bill payments, or sending an SMS to a designated number. Prizes include Samsung 40" iDTVs, Sony Ericsson handsets, travel package coupons, dinner buffet coupons, Mini NoteBooks and so much more. For more information, please call one2free at 29 722 123, or visit www.one2free.com.

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 customised solutions. one2free also provides cost-effective solutions for the Small Office Home Office (SOHO).

The one2free 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.

About Octopus Rewards Limited

Octopus Rewards Limited is a wholly-owned subsidiary of Octopus Holdings Limited and is responsible for the development and operation of Octopus Rewards, the rewards programme established in 2005. With the close collaboration of different merchants and the high penetration of Octopus, Octopus Rewards offers all Hong Kong residents a simple and beneficial rewards programme that everyone can enjoy. Rewards can be earned regardless of the payment means and redeemed instantly across industries without having to carry or apply for any additional card or fill in any redemption forms. For more information, please visit our website at www.octopusrewards.com.hk.

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