



For Immediate Release

Win a First Class trip for Two from 1010 and See the World

Hong Kong, 3 August 2009 - 1010 today announced the launch of its unique seasonal promotion that gives new 1010 customers the chance to enter a lucky draw to win the grand prize of 500,000 Asia Miles™ enough to redeem Two First Class tickets on Cathay Pacific or any of the 20 Asia Miles airline partners.

Other lucky 1010 customers will also have the chance to win one of the five hundred prizes of Asia Miles, allowing customers to redeem rewards from Asia Miles, including air tickets to their dream destination, luxury hotel stays, fine dining and much more.

It's so easy to enter. From now until 31 August, any customer that subscribes to any designated \$138 or above 1010 Service Plan will be eligible to earn up to 5,000 Asia Miles as a connection bonus*. One connection subscription then entitles the customer to one lucky draw entry. There is no limit on the number of entries that the customer can be entitled to. The lucky draw date will take place on 7 September 2009.

Aenil Premji, Chief Marketing Officer of CSL Limited, said: "We are very delighted to partner with Asia Miles, Asia's leading travel reward programme. As the first Asia Miles telco partner, we have a long established reputation for bringing exciting and generous promotions to our consumers. 1010 has a long-standing partnership with Asia Miles, where our customers can convert their mobile spending into Asia Miles. It makes sense for us to further leverage this close relationship for the benefit of our 1010 customers. It gives them the opportunity to enjoy a terrific vacation, flying first-class."

Paul Loo, General Manager Cathay Pacific Loyalty Programmes said, "With more than 1000 Asia Miles destinations and over 600 exciting lifestyle rewards to choose from at www.asiamiles.com, there's something for everyone. With just one subscription of \$138 or above you can be on your way to an exotic destination of your choice. Good luck to all lucky draw entrants."

During the promotion period, 1O1O's wide array of Mobile Broadband handsets and devices including Nokia N97, Sony Ericsson W995 and HTC Touch Diamond 2 will also be available at an attractive price.

The promotion period is now until 31 August 2009. Visit any 1O1O Centre today, where our customer service representatives will be happy to explain how you can enhance your mobile communication needs with the speed of our Next G™ mobile broadband network, and how it can help you to fly off on a trip of lifetime.

To find out more, please call 1O1O sales hotline at 2988 1010 or visit www.1010.com.hk.

* Promotion period from now until 31 August 2009 • CSL Limited and Asia Miles™ terms and conditions apply. Please ask shop staff for details • Trade Promotion Competition Licence No.: 032231

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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