



For Immediate Release

1010 Releases Enhanced EXpresso Service

Launching Real-Time Mobile English-Chinese Translator

Hong Kong, 10 August 2009 — 1010 has launched its latest, enhanced lifestyle infotainment service — EXpresso Translator. The new translation function adds greater value to the already impressive EXpresso service. The service is a mobile lifestyle guide ideal for expatriates and non-Chinese speakers. It provides them with all the words and phrases they need, with easy and instantaneous English to Cantonese translation, most of them even offering advice on correct pronunciation, so they can communicate in almost any situation in their daily lives.

1010 EXpresso is an all-English mobile WAP service offering customers the convenience of one-click access to their favourite mobile sites in Hong Kong and abroad. With the newly added function, EXpresso Translator provides a wide-ranging vocabulary of everyday, life-oriented English phrases, which it instantly translates into Cantonese.

“This is a remarkable service which has been specifically developed to assist expatriates while they are in Hong Kong. By subscribing to the service, customers will then be prepared for everyday conversation, and in any real-life situation, such as visiting a bank, the post office, doing shopping, or visiting a restaurant, and so much more,” said Aenil Premji, Chief Marketing Officer of CSL Limited.

1010 EXpresso Translator has organized its content into categories — Useful Phrases, Street Names, Hotels, Districts and Others — for easy browsing and quick searching. Its user-friendly interface allows customers to easily and instantly translate from English to Chinese, and most of them with Cantonese phonetics to assist their pronunciation. As part of the service, a complimentary SMS will also be

sent to customers upon enquiry so as to let them save the translation in their mobile phones for future use.

"We are excited about the service's greater functionality and the customization it brings to users. With 1O1O Next G™, unleashed real mobile broadband, customers can experience the simplicity, speed and convenience brought by this enhanced service," added Aenil Premji.

Customers may now enjoy the enhanced EXpresso service for just \$48 a month. With only one click, customers can stay connected to what happens in Hong Kong and abroad. To find out more about EXpresso, please call 1O1O's sales hotline at 2988 1010 or visit www.1010.com.hk.

About 1O1O

Launched in 1993, 1O1O 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, 1O1O is not only the first choice for Hong Kong's business users but it is also benchmark leader for the industry.

1O1O established a number of notable and highly successful firsts: 1O1O Next G™, 1O1O Concierge, 3G Video Sharing Service, F-Secure Mobile Security Service and a loyalty programme for its mobile users - 1O1O 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, 1O1O launched 1O1O + 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 1O1O, please visit www.1010.com.hk.

For media enquiry, please contact:

Gloria Lam

Tel: +852 2888 6008

Email: gloria.sy.lam@hkcsl.com

Website: www.hkcsl.com