



For Immediate Release

Best iPhone 4 Experience on CSL Network with Unique UMTS 900 Capability in HK

Highest data stability reaffirmed by Network Test by Influential Media

Hong Kong - July 29, 2010 – CSL Limited launches the iPhone 4 in Hong Kong at midnight tonight, at its 1O1O Centres and one2free shops, with independent testing highlighting the CSL Next G network delivers the best iPhone 4 user experience.

A new iPhone 4 street-level network performance test conducted by influential top tier technology media in Hong Kong, shows CSL is the best network operator delivering the highest stability and overall data performance for iPhone 4 use, especially in the area of video streaming and data uplink/ downlink.

iPhone 4 is the first Apple device with UMTS 900 capability and CSL has the only mobile network with UMTS 900 capability in Hong Kong, ensuring a truly optimised iPhone 4 experience, both indoors and outdoors.

Joseph O' Konek, chief executive officer, CSL Limited, said, "As Next G is the only network with UMTS 900 in Hong Kong, CSL has the only network capable of unleashing the full potential of the iPhone 4, enabling a seamless user-experience with multi-tasking and bandwidth-hungry apps, including HD video streaming. We are happy to see our commitment to provide truly the best network with the best device and services being recognized by technology media in Hong Kong. Building on this success, we will continue our mission to deliver the best mobile user experience in Hong Kong."

In addition, CSL offers it's customers a range of lifestyle applications, ranging from HD video on demand, mobile city guides, real time investment intelligence and a new unique service, Hot Apps, delivering apps recommendations, relevant to Hong Kong life.

Building on the proven quality iPhone 4 experience, CSL is also offering the best value-for-money tariff plans with the best total cost of investment. For medium to unlimited data usage plans, one2free customers will save approximately \$68 to \$200 or above in their total cost paid for a 24-month iPhone 4 contract.

Comparison of Total Cost of Ownership for iPhone 4 in 24-months by Operators:

	Medium Usage Plan			Unlimited Usage Plan		
	one2free	Operator B	Operator C	one2free	Operator B	Operator C
	\$267 Plan 800MB	\$298 Plan 500MB	\$248 Plan 500MB	\$419 Plan (Tunnel Fee waived)	\$398 Plan	\$398 Plan
iPhone 4 (16GB)	\$8,016	\$8,084	\$8,084	\$10,488	\$11,704	\$10,704
iPhone 4 (32GB)	\$8,816	\$8,884	\$8,884	\$11,076	\$11,284	\$11,284

****For the details of the tariff plans, please refer to the appendix.***

For further information or to register please visit www.1010.com.hk or www.one2free.com or any 1010 Centre or one2free shops. For more information on the iPhone 4 please visit www.apple.com/iphone.

About CSL

CSL is Hong Kong's first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: [1010](http://www.1010.com.hk), [one2free](http://www.one2free.com) and [New World Mobility](http://www.newworldmobility.com).

It operates a world-class GSM / WCDMA and unique UMTS 900 network in Hong Kong through which it offers comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with over 510 mobile operators around the world. For more information, please visit www.hkcsl.com.

CSL is a subsidiary of Telstra Corporation Limited, Australia's leading telecommunications and information services company (www.telstra.com).

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Appendix

one2free pricing and tariff information:

	Plan 1	Plan 2	Plan 3	Plan 4
Monthly Fee	\$157	\$217	\$267	\$419
Basic Voice Minutes	1,400	1,800	2,500 + 100 IDD mins	3,900 + 100 IDD mins
SMS*	Unlimited	Unlimited	Unlimited + 10 ISMS	Unlimited + 10 ISMS
MMS	n/a	n/a	200	200
Data Credit (MB)	200	400	800	Unlimited
Mobile TV	n/a	n/a	360 mins**	360 mins**
iPhone 4 16GB	\$3,488	\$1,688	\$888	\$0
iPhone 4 32GB	\$4,288	\$2,488	\$1,688	\$588
iPhone 3GS 8GB	\$2,688	\$888	\$88	\$0

All plans based on 24-month contract and include unlimited Wi-Fi.

*Unlimited in-network SMS

**Includes free news, finance and entertainment channels and music

1010 pricing and tariff information:

	Plan 1	Plan 2	Plan 3	Plan 4
Monthly Fee	\$177	\$237	\$287	\$439
Basic Voice Minutes	1,400	1,800	2,500 + 100 IDD mins	3,900 + 100 IDD mins
SMS*	Unlimited	Unlimited	Unlimited + 10 ISMS	Unlimited + 10 ISMS
MMS	n/a	n/a	200	200
Data Credit (MB)	200	400	800	Unlimited
Mobile TV	n/a	n/a	360 mins**	360 mins**
iPhone 4 16GB	\$3,488	\$1,688	\$888	\$0
iPhone 4 32GB	\$4,288	\$2,488	\$1,688	\$588
iPhone 3GS 8GB	\$2,688	\$888	\$88	\$0

MRT/Tunnels/Mobile Service Licence Fee of \$12 per month is required on all plans, except \$439 iPhone Plan (1010) and \$419 iPhone Plan (one2free).