



For Immediate Release

iPhone 4 launch: Early opening in selected 1O1O Centres and one2free shops

Hong Kong - 28 July 2010 – CSL Limited announced today selected outlets (see below) will open early on 30 July to ensure all pre-registered customers will be the first to experience the stunning features of the iPhone 4 on the UMTS 900 network that only CSL can provide in Hong Kong.

Business hours of selected 1O1O Centres and one2free shops:

one2free Shop (midnight stores) – for the pre-registered customers by invitations only	Business Hours on July 30
G/F-1/F, Shop 5, Ying Kong Mansion, 2-6 Yee Woo St, Causeway Bay, Hong Kong.	midnight to 4am
Ground Floor, No. 48 Argyle Street, Mongkok, Kowloon.	midnight to 4am
one2free Shop (midnight stores) – open for sales *customers are advised to make pre-registration to guarantee the orders	Business Hours
G/F, No.54 Percival Street, Causeway Bay, Hong Kong.	midnight to 3am
G/F, 112-114 Des Voeux Road, Central, Hong Kong.	midnight to 3am
Shop 2, G/F, Tern Plaza, No. 5 Cameron Rd, Tsim Sha Tsui, Kowloon.	midnight to 3am
G/F-M/F, No.164 Sai Yeung Choi Street, Mongkok, Kowloon.	midnight to 3am
G/F, No. 1L Sai Yeung Choi Street South, Mongkok, Kowloon.	midnight to 3am
Shop D, G/F, No. 132 - 134 Fuk Wa Street, Sham Shui Po, Kowloon.	midnight to 3am
G/F & M/F, No. 4, Tsuen Wan Market Street, Tsuen Wan, New Territories.	midnight to 3am
Shop No. 3, Level 3, Shatin Plaza, Shatin, New Territories.	midnight to 3am
Shop 45 & 46, Level 3, Shatin Plaza, Shatin, New Territories.	midnight to 3am
Shop 2071, 2/F, Tuen Mun Town Plaza, Phase I, Tuen Mun, New Territories.	midnight to 3am
Shop No. 10 & 11, G/F, Citimall, 1 Kau Yuk Road, Yuen Long, New Territories.	midnight to 3am
1O1O Centre – open for sales – customers are advised to make prior appointments to guarantee the orders	Business Hours
G/F, 68 Percival Street, Causeway Bay, Hong Kong.	08:00 - 22:30
Shop 7, Ground Floor, Tai Yau Plaza, 181 Johnston Road, Wanchai, Hong Kong.	08:00 - 21:00
Shop B3, Upper G/F., Century Square, 1-13 D'Aguiar Street, Central, Hong Kong.	08:00 - 23:00
4/F., Century Square, 1-13 D'Aguiar Street, Central, Hong Kong.	08:00 - 20:00
G/F, 14A Cameron Road, Tsim Sha Tsui, Kowloon.	08:00 - 22:00
G/F & 1/F, China Hong Kong Centre, 122-126 Canton Road, Tsim Sha Tsui, Kowloon.	08:00 - 22:00
G/F-M/F, No.66 Sai Yeung Choi Street South, MongKok, Kowloon.	08:00 - 22:30



Shop 243, Level 2, Plaza Hollywood, Diamond Hill, Kowloon.	08:00 - 22:00
Shop 1A and 1B on G/F Mutual House, No. 26 - 40 Chung On Street, Tsuen Wan, New Territories.	08:00 - 21:30
Shop No. 637, level 6, New Town Plaza Phase I, Shatin, New Territories.	08:00 - 21:30
Shop Nos. 013-013a, Level 1, Zone A, Tai Po Mega Mall, Tai Po, New Territories.	08:00 - 21:00

****The shops will be opened while stocks last.***

For further information or to register please visit any 1O1O Centre or one2free shop or contact our hotline at 2888 1010 (1O1O) or 25 123 123 (one2free). 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: [1O1O](#), [one2free](#) and [New World Mobility](#).

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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