



For Immediate Release

## 1010 launches the world's first 4G LTE D-C\* mobile broadband network

*Delivering the ultimate mobile broadband experience*

**Hong Kong, 3 August 2011** – 1010, the premium brand of CSL Limited (CSL), has leveraged the world's first 4G LTE D-C\* mobile broadband network to propel mobile broadband services, with the introduction of the pioneering 4G LTE mobile broadband modem. 1010 has revolutionised the way its customers can connect to the internet for work or play and live the 4G LIFE.

“With the increasing demand for a seamless mobile broadband experience, innovation is vital to satisfy the huge demand in the market. Users of our new 4G LTE modem can now enjoy ultra-fast and reliable mobile broadband services, across Hong Kong. The launch of 4G LTE showcases our commitment to provide communications for everyone, connect everything and unleash the potential of human networks,” said Mr Joseph O’Konek, Chief Executive Officer of CSL Limited.

1010’s 4G LTE network has been built across Hong Kong, delivering the power to keep customers connected better than ever before. 4G LTE delivers the ultimate user experience, letting users seamlessly multitask while on the go, run concurrent downloads, video conference and watch HD content all at the same time, with fluid speed and efficiency.

1010 brings customers an enhanced mobile broadband experience. Users, for instance, can download a 10MB file in less than 10 seconds, compared to around 25 seconds with 3G, and are far less prone to experience service interruptions.

### 1010 4G Ultimate Mobile Broadband Service Plan

Monthly Charge	\$249	\$349	\$459
Local Mobile Data Usage	1GB	5GB	Unlimited
Thereafter charge	\$99/GB Capped at \$498/month	\$99/GB Capped at \$498/month	
Wi-Fi Hotspot Data Usage	Unlimited		

\* 4G LTE D-C refers to LTE/DC-HSPA+, it meets the standards of LTE laid down in 3GPP Release 8.

1010 4G Ultimate Mobile Broadband Service Plan terms and conditions:

1. You are required to subscribe to the 1010 4G Ultimate Mobile Broadband Service Plan for a Minimum Contract Period of 24 months for Device connections, and settle all Charges via autopay using an eligible Credit Card.
2. Device connection: You must purchase designated devices provided by us ("Device"). This Service Plan is only applicable to usage via the Device.
3. In case of early termination or change of Service Plan (except any change to a higher value plan of this Service Plan) during the Minimum Contract Period, you are required to pay an Early Termination Fee and any remaining balance of the Rebate will be forfeited immediately.
4. Unless otherwise specified, usage included in this Service Plan applies to local use only. For details on roaming and international charges, please refer to our website.
5. Other terms and conditions apply. For details, please refer to our website.

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### **About 1010**

Launched in 1993, 1010 is the highly regarded premium brand of CSL Limited, the leading mobile operator in Hong Kong. Known for its award-winning customer services, 1010 also draws on CSL's network superiority to provide Hong Kong's professionals and discerning customers with a premium mobile lifestyle service. In 2010, CSL became the first operator in the world to launch a 4G LTE D-C\* mobile broadband network, and now exclusively offers world-class capacity and speed to 1010 customers, complementing the premium value-added services that set the brand apart.

For more information, please call 1010 at 2988 1010.

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