



For Immediate Release

1010 Launches Hong Kong's First 4G LTE Mobile Device

1010 Customers to be the First to Experience Mobile Broadband Innovation

Hong Kong, 16 May 2011 – Following the launch of the world's first 4G LTE/DC-HSPA+ network in November 2010, 1010 customers can now be the first to experience Hong Kong's unprecedented mobile broadband service with the pioneering 4G LTE modem, the first 4G device in Hong Kong. With data speeds up to eight times faster than any other network and with higher bandwidth capacity, 1010 is making it possible for customers to live the truly mobile life.

"Giving priority to our customers by inviting them to be the first to upgrade to 4G LTE, 1010 is redefining the mobile broadband experience through one of the world's leading networks. Our strategic investment in radio spectrum and network infrastructure allows us to continue leading mobile innovation and unleash the full potential of human networks," said Joseph O'Konek, Chief Executive Officer, CSL Limited.

4G LTE will enable 1010 consumers to experience a new era of mobile broadband entertainment and communications with unprecedented speeds. For example, the network will allow 3D HD video to be played in real-time in a mobile environment, which was previously impossible.

LTE (Long Term Evolution) is the next generation of mobile broadband network and dramatically increases capacity and speed, providing peak downlink speeds of 100 Mbps with low latency. 1010's combined 4G LTE network delivers ultra-fast data with high accessibility and full coverage across Hong Kong.

This unparalleled speed and smooth functionality will help Hong Kong's early adopters of 4G LTE get the best from their mobile devices and the maximum enjoyment and productivity from their mobile lives.

Exclusive to 1010 customers

From now on, 1010 customers can sign up or upgrade their current mobile broadband plan to 42 Mbps for just \$339 and to 100 Mbps for just \$399. For more information, please visit any 1010 Centre for details.

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 exclusive 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 network, and now exclusively offers world-class capacity and speed to 1O1O customers, complementing the premium value-added services that set the brand apart.

For more information, please call 1O1O at 2988 1010.

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