



*For Immediate Release*

## **1010 to Offer iPhone 4S in Hong Kong**

**HONG KONG – November 9, 2011** – 1010 has announced it will offer iPhone 4S beginning Friday, November 11. iPhone 4S will be available starting from \$0 with select 24-month service plans from 1010 stores. Beginning today, 1010 will also offer iPhone 4 8GB model from \$0 with select 24-month service plans.

iPhone 4S is the most amazing iPhone yet, packed with incredible new features including Apple's dual-core A5 chip for blazing fast performance and stunning graphics; an all new camera with advanced optics and full 1080p HD resolution video recording. With the launch of iPhone 4S also comes the launch of iOS 5, the world's most advanced mobile operating system with over 200 new features; and iCloud, a breakthrough set of free cloud services that work with your iPhone, iPad, iPod touch, Mac or PC to automatically and wirelessly store your content in iCloud and push it to all your devices.

"iPhone 4S gives customers a range of amazing features and brings even more convenience to our customers," says Mark Liversidge, chief marketing officer of CSL Limited. "With 1010's fast network and largest collection of international roaming partners for frequent travelers, customers have more reasons than ever to choose iPhone on 1010."

1010's Next G network is the fastest mobile broadband network in Hong Kong, providing seamless connectivity and download and upload speeds faster than any other Hong Kong carrier, according to the network speed test conducted by Ookla Net Metrics.

iPhone 4S will be available at 1010 CENTRAL., and four other stores: Causeway Bay, Tsim Sha Tsui, Tsuen Wan and Mongkok, from 12:01 AM on November 11. The midnight store openings will allow 1010 customers to be among the first in Hong Kong to experience the innovative iPhone 4S, supported by the 1010 network and global lifestyle services.



Full pricing and details for iPhone in 1010:

<b>Monthly Fees<sup>Δ</sup></b>	\$177	\$237	\$287	\$439
<b>Basic Voice Minutes</b>	1,600	1,800	2,500	3,900
<b>Intra-network SMS<sup>1</sup></b>	Unlimited			
<b>MMS</b>	-		200	
<b>Local Mobile Data Usage (MB)</b>	200	400	800	Unlimited <sup>#</sup>
<b>Thereafter Charge</b>	\$0.01/kb (Capped at \$298)			-
<b>Wi-Fi</b>	Unlimited <sup>#</sup>			
<b>IDD Minutes/International SMS<sup>2</sup></b>	-		100 mins / 10 messages	
<b>Infotainment<sup>2</sup></b>	-		News, Finance, Entertainment Channels & 360 Mobile TV minutes	
<b>Call Management Package</b>	Call Forwarding Bundle, Call Waiting, Caller ID Display, Voicemail, Call Conference			
<b>iPhone Connection Price<sup>Δ</sup></b>				
<b>iPhone 4 (8GB)</b>	\$2,888	\$1,088	\$288	\$0
<b>iPhone 4S (16GB)</b>	\$3,768	\$1,968	\$1,168	\$0
<b>iPhone 4S (32GB)</b>	\$4,648	\$2,848	\$2,048	\$948
<b>iPhone 4S (64GB)</b>	\$5,498	\$3,698	\$2,898	\$1,798

Δ Subscription for a Minimum Contract Period of 24 months is required. To enjoy the iPhone Handset Offers, you must also simultaneously subscribe to \$36 or above Value-Added Services ("VAS") for a Minimum Contract Period of 24 months. Mobile Service Licence and Administration Fee of \$12 per month applies.

# Subject to our [Fair Usage Policy](#).

Remarks:

1. Unlimited Intra-network SMS is subject to a monthly quota of 10,000 SMS and unused quota cannot be carried forward to the next month.
2. Included IDD Minutes applies to voice calls made in Hong Kong to the following 13 destinations: China, Macau, Taiwan, USA, Canada, UK, Singapore, Malaysia, Thailand, Japan, South Korea,



Philippines and Australia but excludes voice calls made to premium numbers and satellite numbers of these destinations.

3. Infotainment Package includes News, Finance and Entertainment Channels. Local stock quote enquires, index enquires, 24 hours breaking news, news express and video express are not included.
4. Simultaneous subscription of \$36 or above Value-Added Services (“VAS”) for a Minimum Contract Period of 24 months and prepayment is required. Prepayment amount will be rebated into your account by instalments during the Minimum Contract Period.

For more information on iPhone 4S, please visit: [www.apple.com/iphone](http://www.apple.com/iphone)

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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.

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

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