



For Immediate Release

CSL Extends DataRoam Day Pass to UAE, Canada and Vietnam

With over 440 partner operators, CSL is leader in data roaming services in Hong Kong

Hong Kong, 17 June 2011 – CSL Limited (CSL) continues to set the pace in data roaming services in Hong Kong by further extending the market-leading coverage of its DataRoam Day Pass to the United Arab Emirates, Canada and Vietnam.

The company now works with over 440 operator partners worldwide – the most of any Hong Kong mobile services provider – giving its 1O1O and one2free customers the best data roaming coverage in the market.

The total number of operators applicable to CSL's DataRoam Day Pass increases to 44. The addition of the United Arab Emirates opens up one of the most popular Middle East destinations for business and leisure travellers, and complements CSL's data roaming coverage in Israel. The addition of Canada to CSL's DataRoam Day Pass will make business travel to Canada more convenient and addresses the needs of the significant number of trips – 120,000 in 2010¹ – there by people from Hong Kong.

In total, CSL provides 1O1O and one2free customers greater convenience with unlimited use of mobile data at a fixed daily rate while roaming in 40 destinations worldwide. The company's DataRoam Day Pass service also covers all mobile devices and applications such as smartphones, including BlackBerry, and dongles.

Customers can subscribe to the DataRoam Day Pass by:

- Subscription short code: *103*1# Send
- 1O1O hotline: 2888 1010 or one2free hotline: 25 123 123
- www.1010.com.hk or www.one2free.com.hk

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

¹ <http://en-corporate.canada.travel/sites/Corporate/images/pdf/Research/Stats-figures/International-visitor-arrivals/International-trips/66-001-p2010012-eng.pdf>



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 530 mobile operators around the world. In 2010, CSL launched the world's first LTE/DC-HSPA+ network, the next generation of mobile broadband network with significantly increased capacity and speed. 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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