



For Immediate Release

1010 to Offer iPhone 5 in Hong Kong on September 21

HONG KONG, 17 September 2012 —1010 today announced it will offer iPhone 5 to customers in Hong Kong beginning Friday, September 21 from 1010 stores. iPhone 5 will be available from \$0 for the 16GB model, \$1,158 for the 32GB model, and \$1,928 for the 64GB model. In addition, iPhone 4S and iPhone 4 will be available from \$0 beginning today.

iPhone 5 is the thinnest and lightest iPhone ever, completely redesigned to feature a stunning new 4-inch Retina display; an Apple-designed A6 chip for blazing fast performance; and ultrafast wireless technology—all while delivering even better battery life. iPhone 5 comes with iOS 6, the world's most advanced mobile operating system with over 200 new features including: the all new Maps app with Apple-designed cartography and turn-by-turn navigation; Facebook integration; Passbook organization and even more Siri features and languages.

"Our customers are looking forward to iPhone 5. We think this amazing new phone is the perfect fit for 1010's global lifestyle services and will help empower our members," said Mark Liversidge, Chief Marketing Officer and spokesperson for 1010.

iPhone 5 users who connect with 1010 will have the best mobile experience available in Hong Kong. Combining 1010's network with an array of lifestyle benefits including ClubBest rewards program with exclusive Asia Miles, global 24/7 support, Hong Kong's largest network of international roaming partners, a Personal Assistant service, and a Customer Service App designed specifically for iPhone, will deliver customers a maximized iPhone 5 experience.

The iPhone 5 will be available from all 1010 Centres from 8.00am Friday, September 21.



Pricing and details for iPhone 5 :

Service Plan*	Plan 1	Plan 2
Monthly Fees	\$237	\$439
Basic Voice Minutes	1,800	3,900 (100 IDD minutes ^Ω)
Intra-network SMS	Unlimited [^]	
International SMS	-	10
Local Mobile Data Usage	500 MB	Unlimited [▲]
	▲ After you have reached the monthly fair usage level of 6 GB , you can continue to use the service without speed throttling or data capping. Your priority to access the network will be lowered and your experience may be affected when the network is busy.	
iPhone 5 (16 GB)	\$2,258	\$0
iPhone 5 (32 GB)	\$3,058	\$1,158
iPhone 5 (64 GB)	\$3,828	\$1,928
iPhone 4S (16 GB)	\$1,488	\$0
iPhone 4 (8 GB)	\$98	\$0

* Mobile Service Licence and Administration Fee of \$12/month applies.

~ Simultaneous subscription of \$36 or above Value-added Service(s) ("VAS") for a Minimum Contract Period of 24 months and Prepayment is required,

^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.

For further details, please visit a 1010 Centre or call 2988-1010.

For more information on iPhone 5, please visit: www.apple.com/iphone.

About 1010

Launched in 1993, 1010 is the 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 individuals 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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