



IMMEDIATE RELEASE

1010 offers Facebook Unlimited Data Package

Empowering social network lovers with a hassle-free Facebook experience

Event Photos:



Danny Mok, Chief Marketing Officer of CSL Limited (second from right) together with Jayne Leung, Head of Greater China of Facebook (second from left), Jacky Yu, well-known culinary artist (far left) and Ella Koon, famous singer and artist (far right), celebrate the launch of 1010 Facebook Unlimited Data Package.



Jacky Yu, well-known culinary artist (left) and Ella Koon, famous singer and artist (right) together made a branded 1010 and Facebook Green Tea Tiramisu with Red Bean at the launch event of the 1010 Facebook Unlimited Data Package.



Danny Mok, Chief Marketing Officer of CSL Limited (second from right) together with Jayne Leung, Head of Greater China of Facebook (second from left), Jacky Yu, well-known culinary artist (far left) and Ella Koon, famous singer and artist (far right), celebrate the launch of 1010 Facebook Unlimited Data Package.

17 December, 2013, Hong Kong – Today, 1010 announced the launch of Facebook Unlimited Data Package in Hong Kong. This new value-added service is the first of its kind in Hong Kong that offers customers unlimited access to Facebook mobile application and Facebook Messenger mobile application on iOS and Android platforms, as well as the mobile site of Facebook (m.facebook.com)* at a fixed monthly fee of \$18[^]. Staying connected with friends and families is now hassle-free!

Facebook is one of the most popular social networks in Hong Kong. Facebook statistics (as of July 2013) showed that the number of monthly active monthly users reached 4.3 million, of which over 3.5 million users accessed the social network via their mobile devices.

"1010 customers are business executives who maximise their time for both work and play. Staying socially active and connected despite busy work schedules is very important to them and Facebook has always been the platform of choice. Hence, we work with Facebook to launch Facebook Unlimited Data Package, enabling our customers to stay connected with family and friends freely on-the-go," said Danny Mok, Chief Marketing Officer of CSL Limited.

"Facebook's mission is to give people the power to share and make the world more open and connected. We are very excited to be working with 1010 to give their subscribers unlimited access to Facebook in a seamless hassle-free way," says Jayne Leung, Head of Greater China of Facebook.

Furthermore, to accommodate the needs of 1010 customers who are always on the road, 1010 also offers 1010 MyRoom® (with 30GB data storage) and Facebook Unlimited Data Package bundle at \$48 per month. Customers who sign up on selected 1010 Service Plans as well as the MyRoom and Facebook Unlimited Data Package bundle can enjoy the Package bundle for three months for free § . With 1010 MyRoom, customers can sync contacts and calendars; transfer, backup and share contents like pictures and videos across multiple devices and platforms on the go.



For more information about 1010 Facebook Unlimited Data Package, please call the 1010 hotline on 2988 1010, visit www.1010.com.hk or go in store to any 1010 Centre.

* Mobile Data charges will apply when you incur any other Mobile Data usage, including but not limited to, downloading the App, using the "Check In" feature, accessing content from and/or redirection to any other websites or applications (e.g. YouTube, Flickr, Google map, games, etc.).

^ Subscription for a Minimum Contract Period of 12 months is required and this service is only applicable to selected Service Plan(s). Service Charges are for local usage only and additional roaming charges apply when you use the Service overseas. For details on roaming charges, please refer to www.1010.com.hk.

@ Local Mobile Data or Roaming Mobile Data charges apply when you download the MyRoom App and use this Service with Mobile Data.

§ To enjoy three months' free service of Facebook+MyRoom Package, you have to subscribe to selected 1010 Service Plan(s) and the Facebook+MyRoom Package simultaneously for a Minimum Contract Period of 24 months. You will enjoy the free service during the last 3 months of the Minimum Contract Period provided that your 1010 Mobile Service is still active.

We reserve the right to change or terminate any of the above services and offers at any time without prior notice. All matters and disputes will be subject to our final decision.

Please visit www.1010.com.hk for 1010 Centre addresses, details of products, Service Plans, offers and terms and conditions.

-End-

About 1010

Launched in 1993, 1010 is the highly regarded premium brand of CSL Limited. 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 dual band 4G LTE with DC-HSPA+ mobile broadband network, and now 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.

#1010 won "Service Retailer of the Year (Telecommunications)" at the Hong Kong Retail Management Association's "Mystery Shoppers Programme" from 2009-2013.

Released on behalf of 1010 by Waggener Edstrom Worldwide.

For media enquiries, please contact:

CSL Limited

Helen Lee

Tel: +852 2883 4883

Email: helen.ht.lee@hkcs.com