



For Immediate Release

one2free brings new HD entertainment with the new HTC One

Get it for free and an exclusive Monster headset, enhancing your 4G experience with great value

Hong Kong - 24 April 2013 – one2free customers will enjoy the ultimate in HD entertainment with the launch of the new HTC One in early May.

On top of picking up the new HTC One for \$0*with the \$419 My Plan, customers will also receive exclusive premiums including a Monster headset, a flip cover worth \$848**.

one2free offers even more mobile entertainment as its customers take in the latest Hollywood blockbusters with its new Anyplex service, complete with HTC's BoomSound™ dual frontal stereo speakers and 4.7" Full HD 1080P 468ppi enlarged screen, delivering a personal and immersive cinematic experience. Movie buffs can pick from a lineup of Oscar nominated films and the major hits from leading Hollywood studios, alongside many Asian films on multi-screens including iOS and Google Play operated smartphones, tablets and/or Smart TVs. For only \$38 per month, customers can enjoy a total of 84 movies^.

“one2free is devoted to delivering an unmatched customer experience. The launch of the new HTC One supported by our leading 4G LTE network and exclusive HD entertainment services, gives customers greater high quality fun and entertainment,” said Joehan Martinus, Director of Mass Marketing. “As the leaders in 4G, we will continue our investment in 4G LTE development around Hong Kong, including the MTR, and offer more device choice to provide a better customer experience.”

The new HTC One features an innovative and unique set of features. It is crafted with a distinct full metal unibody design, the new HTC Sense® and the latest Android 4.1 Jelly Bean operating system. HTC BlinkFeed™ is a bold new experience that transforms the home screen into a single live stream of personally relevant information with the freshest content from the most relevant and interesting sources. HTC Zoe™ enables high-res photos to come to life in three-second snippets with the



revolutionary HTC UltraPixel camera, and photos and videos are then displayed in a unique way that brings the gallery to life and transforms the traditional photo gallery of still images into a motion gallery of memories.

**Other privileges: 6-month extended warranty for Oh! Club members^^*

^ Customer is required to sign up for a 24-month contract


**To enjoy the offer, signing up to \$38 or above designated value-added service simultaneously for a Minimum Contract Period of 24 months is required. Settlement of all charges by autopay and prepayment via designated credit card is also required. Prepayment amount will be rebated into your one2free account by installments during the Minimum Contract Period. Mobile Service Licence and Administration Fee of \$12 per month applies.*

***First come first served, available while quota/stock lasts*

^^ The warranty extension offer applies to registered Oh! One members of Oh! Club. Other terms and conditions of Oh! Club apply.

one2free's My Plan

Device Connection				
Monthly Fee	\$157	\$217	\$267	\$419
Basic Voice Minutes	1,600	1,800	2,500	3,900
Local Mobile Data Usage	300MB	500MB	1GB	6GB
Intra-network SMS	10,000			
MMS	-	200		
International SMS	-	10		
Infotainment	-	News, Finance, Entertainment Channels, Music Pre-listening & 360 Mobile TV minutes		
Call Management Package	Call Forwarding Bundle, Call Waiting, Caller ID Display, Voicemail, Call Conference			

	Local Mobile Data Top-up	\$28/100MB	\$28/100MB or \$99/GB
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[Terms and Conditions](#) apply.

For more information, please call one2free at 29 722 123 or visit www.one2free.com.



About one2free

one2free is a community brand with a mission to provide the Hong Kong consumer with a better, wider and faster mobile communications experience at exceptional value. one2free believes in making innovation affordable for everyone.

In 2011, one2free continued to raise the bar as the only mobile operator in Hong Kong to have commercially launched the cutting-edge 4G LTE-DC network technology citywide.

Transforming the telecoms retail scene in Hong Kong, consumers can also discover the world of one2free at its new 6,000 square foot flagship store in the heart of Mongkok. An immersive experience designed to bring to life the simplicity and benefits of mobile communications for consumers everywhere – experience entertainment, music and personalised accessories like never before.

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Released on behalf of one2free by Waggener Edstrom Worldwide.

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