



For Immediate Release

1010 customers enjoy premium experience and excitement at 1010 Million Challenge Finale

*Rainbow Fighter crosses the finishing line first after a breathtaking competition on
the Happy Valley Racecourse*

Event Photos:



CSL Limited's Chief Marketing Officer Danny Mok, presents a trophy to Keep It Going Syndicate, Owner of the 1010 Million Challenge winner Rainbow Fighter.



Paul Hodges, Executive Vice President, Corporate, Wholesale and International of CSL Limited, presents a trophy to Derek Cruz, trainer of the 1010 Million Challenge winner Rainbow Fighter.



Hong Kong, 6 March 2014 – The 1010 Million Challenge went down to the wire on the evening of 5 March 2014 at Happy Valley Racecourse, as Rainbow Fighter, claimed first place in a nail-biting conclusion to the competition. Four horses at the head of the series standings began the evening with a chance of victory, with Rainbow Fighter winning the first place in the 1010 Million Challenge and a bonus of HK\$650,000 for owner Keep It Going Syndicate.

1010 customers were invited to enjoy the race from the cocktail reception for the 1010 Million Challenge Finale at Happy Valley. Not only did the distinguished guests enjoy a first-class, bird's-eye view on the entire race, they were also treated with expertly picked whiskey and champagne by LVMH Moët Hennessy, as well as decadent chocolates by agnès b DÉLICIES in a tasting session.

“Hong Kongers are definitely passionate about horse racing, whether as a sporting event or just as a pastime,” said Danny Mok, Chief Marketing Officer of CSL Limited. “1010 has been consistently bringing unique lifestyle privileges to our customers. As a true testament to our commitment, 1010 has been hosting the 1010 Million Challenge for the sixth consecutive year. We would also like to take this opportunity to congratulate Rainbow Fighter for winning tonight’s race, who has emerged victorious among formidable opponents with an outstanding performance, an approach 1010 also takes when serving our customers.”

1010 is committed to driving innovation and delivering excellent customer services. The recent deployment of first LTE-Advanced 300Mbps* (LTE-A300) cell site in a commercial network is just one of many concrete evidences to showcase 1010’s dedication. A LTE-A300 enabled network allows users to download content with up to a theoretical speed of 300 Mb/s. Besides, 1010 goes out of its way to provide its customers with unique personal concierge services, reward programmes, and the opportunity to participate in premium lifestyle events such as the 1010 Million Challenge and the 1010 Match Racing Series, tailor-making experiences for its distinguished customers.

* 300Mbps is theoretical limits that can be achieved in optimum conditions as conducted in a controlled test environment. Actual speeds experienced will be considerably lower due to a variety of factors that affects performance including the number of users, server loading, internet conditions, server speeds, network conditions, coverage, locations, the computer and device used, hardware, software, usage levels and other factors

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.

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