



For Immediate Release

1010 Offers Pre-order to the New Samsung GALAXY Note3 Neo

Express love and care to the loved ones with two smartphones on one service plan

Hong Kong, 27 February 2014 – 1010 today announces the pre-order of the new Samsung GALAXY Note3 Neo starting today. New customers who sign up for \$719 1-FOR-ALL Service Plan will receive two smartphones which include a Samsung GALAXY Note3 Neo and a Samsung GALAXY Note3, empowering them to express their love and care to their loved ones by sharing these two devices, 10GB data and 5,000 basic voice minutes. In addition, customers who sign up on this Service Plan will also get over 7,600 Asia Miles. The Samsung GALAXY Note3 Neo is expected to be available in mid-March.

“1010 believes sharing is caring. The new special offer does not only allow our customers to share and maximise usage of voice minutes and data but also enjoy the social connectedness and powerful features of the Samsung GALAXY Note3 Neo and Samsung GALAXY Note3 with the one they care, all under one service plan,” said Danny Mok, Chief Marketing Officer of CSL Limited.

For more information about the \$719 1-FOR-ALL Service Plan and related offers, please call the 1010 hotline on 2988 1010, visit www.1010.com.hk or go to any 1010 Centre.

Terms & conditions:

1. Promotion Period will end 30 days after the Samsung GALAXY Note3 Neo is available in the market.
2. This offer is available while stocks last.
3. To enjoy the offer, you must:
 - a. be a new 1010 customer;
 - b. subscribe to \$719 1010 1-FOR-ALL Service Plan (Device Connection) and designated value added service(s) of not less than \$38 per month simultaneously for a Minimum Contract Period of 24 months;
 - c. settle service fees by autopay and prepayment of \$9,196 with an eligible credit card (prepayment amount will be rebated into your 1010 account by instalments during the Minimum Contract Period); and
 - d. subscribe to the 1010 1-FOR-ALL Service Plan (Device Connection) under the same name printed on your eligible credit card and Asia Miles™ membership card.
4. To earn Asia Miles, you must be an Asia Miles member and a ClubBest™ member and activate the 1010 Mobile Service on or before the last day of the promotion period. Asia Miles offers include:
 - a. 6,000 Asia Miles to be awarded upon subscription of 1010 1-FOR-ALL Service Plan. The miles earned will be credited to your Asia Miles accounts in two equal instalments after the 7th and 12th 1010 monthly bills provided that your 1010 1-FOR-ALL Service Plan is still active. If you change to another 1010 Service Plan within the Minimum Contract Period, you can only earn the Asia Miles awarded in the original 1010 1-FOR-ALL Service Plan; and
 - b. 1,650 Asia Miles to be earned by converting ClubBest™ points to Asia Miles. Asia Miles terms and conditions apply.
5. Unless otherwise specified, this offer cannot be used in conjunction with any other discounts, offers or promotions.
6. Please visit www.1010.com.hk for details of 1010 Centre addresses, products, Service Plans and terms and conditions.
7. CSL Limited reserves the right to terminate or change this offer or these terms and conditions at any time without prior notice.
8. All matters and disputes related to this offer will be subject to the final decision of CSL Limited.
9. Other terms and conditions apply.

-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.

For media enquiry, please contact:

CSL Limited

Helen Lee

Tel: +852 2883 4883

Email: helen.HT.lee@hkcsl.com