



Immediate release

1010 curates exotic travel experiences

Hong Kong, 18 March 2014 – 1010 understands the love for travel of its customers, with many of them being frequent flyers and have been to many places for leisure travels, that is why 1010 is going the extra mile to help them plan for their next trip and identify unique travel experiences. 1010 customers who sign up for the HK\$969-1-FOR-ALL Service Plan and purchase a selected device beginning 19 March 2014 through 30 April 2014, will be eligible to embark on one of the four unique travel experiences which 1010 has specially selected for them. Ranging from New Zealand and Japan to France and Guam, the travel packages aim to provide 1010 customers with exotic travel experiences.

Details of the four travel experiences are as follows:

- **Waitomo, New Zealand** – Waitomo Glowworm Caves, Ruakuri Cave & Aranui Cave Discovery (valued at HK\$1,350)
- **Kyoto, Japan** – Maiko Performance Excursion (valued at HK\$1,600)
- **Bordeaux, France** – Wine Tasting Escape (valued at HK\$1,250)
- **Guam** – Introductory Flight Tour (valued at HK\$1,800)

“1010 offers world-class roaming coverage to over 300 destinations* in the world, making us an essential travel companion for many of our customers,” said Danny Mok, Chief Marketing Officer of CSL Limited. “We have sought to embrace that title by offering some fantastic travel-related privileges complemented with our top-notch 1010 Personal Assistant Service that allow our customers to embark on the no-ordinary journeys they aspire.”

1010 customers simply dial 171010 via their handsets, 1010 Personal Assistants will assist them with trip planning, flight tickets and hotels reservation.

On the other hand, 1010 customers can select a stylish 20-inch suitcase^ by ELLE, valued at \$1,780 as alternative option. The luxurious luggage item, which is coated in an elegant yet understated matte finishing is available in grey or gold, with a unique 1010 luggage tag.

For more information about the \$969 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:

- Promotion Period is from 19 March to 30 April 2014, both dates inclusive.
- To enjoy this offer, you must subscribe to \$969 1-FOR-ALL Service Plan and designated value added service(s) of not less than \$38 per month simultaneously for a Minimum Contract Period of 24 months together with purchase of selected device during the promotion period. Settlement of service fees by autopay and prepayment (amount depends on your chosen device and Service Plan subscription) via designated credit card is required. The prepayment amount will be credited into your 1010 account by instalments during the Minimum Contract Period. You may enjoy any one of the packages mentioned above or the suitcase subject to availability.
- You have to call 1010 Personal Assistant Service at (852) 171010 to reserve your package on or before 25 July 2014 and consume the package on or before 8 September 2014, failing which, the package will be forfeited. Terms and conditions of the packages apply, for details please refer to <http://1010.hkcs.com/jsp/Travel-Package-E>.
- All packages are non-transferable, non-refundable and non-exchangeable for cash or other products.



- Each customer may enjoy this offer once only. This offer is available while stocks last.
- This offer is applicable to personal account customers and registered customer of the Primary SIM Card only.
- You understand and accept that we are not the supplier of the packages. The quoted itinerary or sequence of visits may change due to circumstances. We will have no legal liability relating to any aspects of the packages, including, without limitation, their quality. All packages are subject to terms and conditions of the supplier, Inter Partner Assistance Hong Kong Limited. Any disputes arising from the packages must be resolved between you and the supplier directly.
- For enquiry or reservation, please contact 1010 Personal Assistant Service at (852) 171010.
- Please visit www.1010.com.hk for details of 1010 Centre addresses, products, Service Plans, offers and terms and conditions.
- This offer is subject to the terms and conditions of CSL's Mobile Service Agreement and any third party suppliers, as may be amended from time to time without prior notice.
- We reserve the right to terminate or change this offer or these terms and conditions at any time without prior notice and to make the final decision in the event of any disputes.

*As of 1 November 2013, 1010 provides coverage to over 593 roaming partners in 302 destinations in the world
^Gifts are available while stock last.

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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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