



3 October, 2002 Hong Kong CSL partners with Shanghai Mobile Communications Company to provide reciprocal roaming support service

CSL has formed a partnership with Shanghai Mobile Communications Company (Shanghai Mobile) to provide roaming support service. The partnership further enhances the two mobile operators' customer services by enabling users to benefit from reciprocal roaming support at service centres in Hong Kong and Shanghai.

First partnership with Shanghai Mobile strengthens value-added roaming services

CSL is committed to adding more value to its market-leading roaming services by introducing new, more convenient enhancements. With the roaming support service, CSL's customers can call Shanghai Mobile's customer service hotline at 1860, or go to any one of their four designated customer service centres in Po Tung and Po Xi should they have any enquiries or experience difficulties while roaming. CSL's customers can even obtain a replacement for a lost SIM card.

Likewise, Shanghai Mobile's customers can call CSL's roaming hotline at *275 or 27510000, or go to the 1010 Centres in Tsimshatsui and Central to enjoy the same service while roaming in Hong Kong.

Further enhances roaming service in two destinations with market-leading customer support

Hubert Ng, Chief Executive Officer of CSL, said, "As a pioneer in the mobile communications industry, CSL not only provides supreme service locally, but also continually strengthens its roaming coverage and value-added services to popular destinations.

"Our customers are frequent travellers to major business and tourism centres like Shanghai. The partnership with Shanghai Mobile enables us to extend our high-quality services to one of our customers' favourite roaming destinations. This is part of our promise to provide the best support for the best roaming experience. And, we will evaluate the possibility of extending this roaming support service to other major cities in China."

Zheng Jie, Chairman of Shanghai Mobile, said, "Shanghai Mobile and CSL both aim to provide exceptional services to customers. By jointly providing this roaming support service, we believe our customers can enjoy more convenient roaming, with expert support at anytime. This initiative also efficiently leverages both companies' resources, and marks a significant milestone in the development of roaming customer support."

CSL provides comprehensive International Roaming Service and value-added roaming service

CSL not only provides extensive roaming coverage, it has also developed value-added roaming services like "Roaming Caller Number Display". This enables customers to identify callers, offering greater flexibility in receiving calls. In addition, customers can enjoy "Home Ringing Tone" and "Roaming VoiceMail / Secretarial Service" through the "Roaming Call Management Service". CSL customers can also call the "24-hour Operator-assisted Toll-free Hotline" when they encounter any roaming problems.

CSL is a pioneer in introducing GPRS & MMS roaming services to over 20 destinations. Both 1010 and One2Free customers can enjoy this service in China, Taiwan, Singapore, the U.S., the U.K., Germany, Italy, Finland and Austria, etc.

Customers can learn more about CSL's GPRS & MMS Roaming Service by calling the Customer Service Hotline at 2888 1010 or 25 123 123, or by visiting our websites at www.cs11010.com or www.one2free.com.