



**April 15, 2003**

**CSL Sponsors the MTR Corporation's  
"Inspiring Hong Kong with Confidence" Campaign**

***All Hong Kong Mobile Users are Invited to Show They Care via SMS  
CSL 1010 and One2Free Customers Can Join for Free***

CSL today announced that it is sponsoring the MTR Corporation's new "Inspiring Hong Kong with Confidence" campaign. Designed to build community spirit, this programme lets all Hong Kong mobile users send uplifting SMS messages that will appear throughout Hong Kong.

**Cheering Up Hong Kong With SMS**

"Inspiring Hong Kong with Confidence" runs from April 15 until May 2. The campaign encourages mobile users to send SMS messages of support to friends, family, doctors and nurses, or all of Hong Kong. To participate, just compose your message – of no more than 30 English words or 20 Chinese characters – and send it to 6293 9393. Messages will appear on the CSL website ([www.hkcsl.com](http://www.hkcsl.com)) and the MTR will select particularly touching messages and display them on the electronic InFo panels in all MTR trains, on MTR platforms, and on Hong Kong's biggest video-wall outside Worldwide House in Central.

**Free SMS for CSL 1010 and One2Free Customers**

To encourage customers to participate, 1010 and One2Free subscribers can send their SMS messages of support for free. Customers can compose and send messages anytime, anywhere on their handset, or by logging on to the CSL websites.