



20 December 2004

CSL Announces the Launch of its 3G and Wi-Fi Services

Total Solution for Wireless Broadband Connectivity

CSL today announced the launch of its 3G services with the Nokia 6630, the world first 3G/EDGE phone, and the Merlin U530 3G/GPRS Wireless Datacard, offering both businesses and consumers high-speed data access and an enhanced experience across a wide range of mobile multimedia services. To complement its solution for wireless broadband connectivity, CSL also announced the launch of its Wi-Fi service, enabling customers to enjoy convenient high-speed Internet access at extensive Wi-Fi locations throughout Hong Kong. These new services are now available to CSL's 1O1O and One2Free customers.

Hubert Ng, Chief Executive Officer of CSL, said, "The launch of 3G is an important evolution in our network enhancement plan. The integrated 3G/EDGE network is an effective utilisation of our network resources, while the launch of our Wi-Fi service is an added benefit for us to offer a total solution for wireless broadband connectivity. With more choice of devices and means of connectivity, we will be able to meet the specific needs of different market segments and, most importantly, to provide our customers an enhanced experience in terms of speed, usability and richness."

Reliable High-Speed Services with 3G and EDGE

As part of its continued efforts in network enhancement, CSL was the first in Asia to launch an EDGE (Enhanced Data Rates for GSM Evolution) network in September 2003, paving the way for the growing demand for mobile data services. With the launch of CSL's integrated 3G/EDGE network, customers can now enjoy high-quality mobile multimedia services at prime commercial areas, university campuses, the Hong Kong International Airport, major MTR and KCR routes and along the Airport Express Railway. CSL will continue to expand its 3G network for Hong Kong-wide coverage.

The CSL network and the Nokia 6630 dual-mode 3G/Tri-band GSM phone ensures reliable and high-quality voice services in Hong Kong and for roaming around the world.

Customised Interface for Better Usability

To make content browsing and downloading easier, CSL has developed customised, user-friendly interfaces on the Nokia 6630 for its 1O1O and One2Free customers. Furthermore, customers will be able to view services and information without having to go online, only needing to connect once they have found the desired services.

Enriched Mobile Multimedia Content and Services

The launch of 3G enables CSL customers to enjoy a wide array of world-class mobile multimedia content and services with enhanced speed and quality:

1. "Video World" :

~ News: Local, International, Financial, Weather and Entertainment News from i-Cable; and News from Reuters. plus Financial Commentarv

- Stars Track, Pop Charts, Stars?Page and Concert Footage
- ~ English Premier League: Pre-match Analysis, Real-time Goals, Match Summaries and Weekly Summary
 - ~ [New] Leisure Guide: Interesting topics on travel and dining
 - ~ Movies: The latest movie previews
 - ~ Funny Video: The latest funny clips from around the world
 - ~ Traffic: Snapshots at major road junctions for a quick update of the latest traffic conditions
 - ~ Variety: "Frontline" political commentary and other interesting infotainment topics
 - ~ Adult Corner
2. "Mobile Bookstore" : The first mobile bookstore service in Hong Kong with eight titles by popular authors at launch, covering popular genres such as office politics, beauty, feng-shui, dating, comics, ghost stories and love stories. Reading on the mobile phone is made easier via a downloadable Java browser.
3. Video Call: Talk face-to-face irrespective of the distance when the Nokia 6630 is enabled with Video Call Stand.
4. Enhanced Email Alerts: An enhancement of Mobile Email Service supported by the Nokia 6630. When there is a new email, an alert with the email subject and an embedded link will be sent directly to your handset. Checking the new email requires just one click.
5. Auto Remote Backup Service: Phonebook and calendar can be scheduled for automatic remote backup via the Nokia 6630.

New Multimedia Services Charging

In addition, CSL has launched a new mobile multimedia service charging system, offering greater flexibility and convenience for 1O1O and One2Free customers. Charges will be priced in units of C (Credit). This means customers will know exactly how much they have to pay when using or downloading multimedia services or content.

3G Service Plan

1O1O:

Monthly Fee	Call Minutes	Intra-network SMS	IDD (Min)	Credits	"Video World" (Clips)	Special Price for Nokia 6630	Free Services
HK\$208	800	50	50	500	500	HK\$3,588	MP3 Ringtone / RingMaster Special Offer + Roaming Call Management
HK\$338	2200	50	50	500	500	HK\$2,688	MP3 Ringtone / RingMaster Special Offer +

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One2Free:

Monthly Fee	Combined + Off-Peak(Min)	Intra-network SMS	Credits	"Video World" (Clips)	Special Price for Nokia 6630	Free Services
HK\$188	1000 + 700	50	500	500	HK\$3,588	MP3 Ringtone / RingMaster Special Offer
HK\$288	1900 + 900	50	500	500	HK\$2,688	MP3 Ringtone / RingMaster Special Offer

Remarks:

1. Video Call will be charged HK\$1.5/minute.
2. To enjoy the special price for Nokia 6630, customers are required to subscribe to the 3G Service Plan for 15 months. The price of Nokia 6630 for network connection is HK\$4,588. The handset rebate will be credited to customer account in 15 months.
3. Enjoy 25% off for any purchase of Nokia Video Call Stand (original price: HK\$580)
4. Selected 3G handset trade-in offer up to HK\$1,500

Merlin U530 DataCard Promotional Offer

Standalone Price	Special Offer
HK\$5,388	HK\$3,388*

Wireless Data Bundle Plan

Promotional Offer (Monthly Fee)	Free Data Usage	Wi-Fi Usage	Thereafter Charge (per kilobyte)
HK\$148	10MB	Unlimited	HK\$0.02

CSL Wi-Fi Service Plan

Usage	Charge
Unlimited Usage	HK\$65 per month
Pay As You Go	HK\$3 / 10 Minutes

** A customer is required to subscribe to the Wireless Data Bundle Plan for 24 months, the promotional offer is valid till 31 March, 2005.*

To learn more, call the 1010 service hotline on 2888 1010; the One2Free service hotline on 25 123 123; or visit our homepages: www.CSL1010.com or www.one2free.com.