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1010 Launches Hong Kong's First "Easy Conference" Service on a Mobile Platform

***Enables conference calls of multiple numbers with a BlackBerry handheld
Greatly enhances communications efficiency and saves roaming charges***

CSL 1010 announces the launch of Hong Kong's first "Easy Conference" service, enabling customers to make a conference call involving up to eight phone numbers while on the move. 1010 customers can now enjoy the service using their BlackBerry wireless handheld for a truly mobile business advantage. Not only do they experience enhanced communications efficiency, they also save on roaming charges!

Pre-defined conference groups enhance communications efficiency

The new "Easy Conference" service provides a simple and user-friendly mobile conference solution. 1010 customers can simply pre-define the conference call list, so setting up a conference call involving up to eight phone numbers while on the move is straightforward. Customers can add or drop participants at any time during the conference call to enjoy greater flexibility.

In addition, the participants and their numbers will be recorded automatically as new groups after each conference call, so there is no need to enter individual phone numbers again for future conference calls.

Connect multiple numbers at one time to save roaming charges

1010 provides high quality and flexible roaming service. The "Easy Conference" service enables customers to connect with multiple numbers during roaming* and only one roaming call will be charged. Compared with normal conference call services, roaming charges are greatly reduced.

Enjoy "Easy Conference" service with a BlackBerry wireless handheld

BlackBerry from 1010 is a popular mobile email solution among corporations and business professionals. 1010 customers can now enjoy the "Easy Conference" service with the BlackBerry 7100g and BlackBerry 7290 wireless handheld. No registration is required for this service. Customers can simply download the software at 1010's website and enjoy the service immediately.

Comprehensive solutions with BlackBerry

In addition to the new "Easy Conference" service, 1010 also provides the innovative BlackBerry "EmailFax Service", which enables customers to receive faxes via their BlackBerry handheld and also to send emails and attachments to any fax machine. Customers can also chat instantly with business partners and friends with the new BlackBerry Messenger Applications.

To find out more, please call the 1010 Sales Hotline at 2988 1010, or visit our homepage www.CSL1010.com.

Remarks:

**Customers will be connected to a GPRS network when initiating calls using the "Easy Conference" service.*