



**28 November 2005**

## **1010 ClubBest Proudly Presents the Asian Gala Premiere of KING KONG**

***Launches movie content exclusively for 1010 customers  
Customers may get movie tickets & limited edition premiums***

CSL's 1010 is proudly hosting the Asian Gala Premiere for the blockbuster movie KING KONG. A new series of KING KONG content will be launched exclusively for 1010 customers to download. 1010 customers who have registered for a 1010 ClubBest Privilege Card may get free movie tickets; those who download the KING KONG content may also win limited edition movie premiums.

### Register for a 1010 ClubBest Privilege Card may get movie tickets

From now until December 4, 1010 customers who register for a 1010 ClubBest Privilege Card at 1010's homepage - [www.CSL1010.com](http://www.CSL1010.com) - may get two free tickets to see KING KONG\*.

### Download exclusive KING KONG content and win limited edition KING KONG premiums

In addition to sponsoring the Asian Gala Premiere of KING KONG, 1010 is launching a series of content based on the movie exclusively for 1010 customers, including a trailer, the making-of, colour wallpaper, MP3 ringtones and a JAVA game.

From now until December 31, 1010 customers can download exclusive KING KONG movie content via their handsets. The top ten customers with the most number of download will win a limited edition KING KONG BAG and the following ten top customers will win a KING KONG T-shirt\*\*!

### 1010 ClubBest Privilege Card provides special 1010 offers

1010 ClubBest Privilege Cardholders can enjoy up to a 20% discount on monthly selected handsets, accessories and other 1010 privileges, covering customer service, travel and roaming. Cardholders can also enjoy lifestyle privileges by presenting their 1010 ClubBest Privilege Cards at restaurants in Lan Kwai Fong, at ESSO, Broadway cinemas, Fitness First, Haagen-Dazs and ZURICH Insurance. Cardholders can also enjoy discounts on beauty services and while subscribing to participating magazines.

To learn more, please call the 1010 service hotline on 2988 1010 or visit 1010 homepage: [www.CSL1010.com](http://www.CSL1010.com).

#### *Remarks:*

*\* All tickets will be awarded on a first-come-first-served basis.*

*\*\* Customers are required to make at least five downloads of the above content to join this game.*

1010 ClubBest Privilege Card Offers

Offers	1010 ClubBest Black Card	1010 ClubBest Platinum Card
Monthly Selected Handset Discount	20% off	10% off
Accessory Discount	20% off	15% off
1010 ClubBest Points conversion to Asia Miles	X	X
Bonus 25% ClubBest points on IDD/Roaming spending	X	
Waiver of Japan / South Korea Roaming handset rental registration fee	X	
1010 Concierge Service	X	X
Many more lifestyle privileges, including dining and travel offers	X	X

*Remarks: 1010 presents 1010 ClubBest Black Card (average monthly spending on mobile services of \$500 or above) and 1010 ClubBest Platinum Card (average monthly spending on mobile services below \$500).*