



FOR IMMEDIATE RELEASE

## **Ricacorp and CSL Introduce "Ricacorp Messenger" A First-of-its-kind Messaging Solution for the Property Agency Industry**

**Hong Kong, August 14, 2008** – Ricacorp Properties Limited and CSL Limited today introduced the “Ricacorp Messenger” service, a first-of-its-kind messaging solution for the property agency industry.

“Ricacorp Messenger” is a tailor-made mobile messaging solution powered by CSL. The solution provides an instant and secured platform that conveniently enhances corporate communications efficiency. With “Ricacorp Messenger”, important information, either in text or picture format, can be broadcast via CSL’s mobile data network to all Ricacorp’s corporate users on the move. Messages can automatically be categorized using a user-friendly interface, enabling Ricacorp’s frontline agents to view and retrieve business related information anytime via their handsets in a secure manner.

Willy Liu, Managing Director for Ricacorp Properties Limited said, “The innovative ‘Ricacorp Messenger’ service is designed to satisfy the particular needs of the property agency industry. The solution provides us with a very effective corporate communications tool, instantly connecting all our frontline staff with the most up to date company and market news, and enables us to provide our customers with the most relevant and useful information to assist in making decisions. We believe the solution will enable us to maintain our strong position in the marketplace, and achieve a win- win situation among our staff, property owners, buyers, CSL and Ricacorp,”

Irene Leung, Director of Corporate and Business Market, CSL said, “Riding on our mobile data expertise and quality networks, CSL has always been trusted by customers in the corporate and government sectors to deliver customized and reliable mobile business solutions. Ricacorp is well-known for delivering professional services to its customers. We are delighted to support Ricacorp to achieve its business goals with the implementation of the innovative ‘Ricacorp Messenger’ solution.”

For more information about CSL’s corporate solution, please visit [www.1010.com.hk](http://www.1010.com.hk).

### **About Ricacorp Properties Limited**

Ricacorp Properties Limited, founded in 1981, is one of the leading property agencies in Hong Kong and Macau with about 120 branches and over 1,300 staff over the territories.

It provides comprehensive services for its customers such as surveying and mortgage referral services for all types of properties. Ricacorp's ability to provide sound market advice stems from astute research and analysis of both economic and property market conditions, as well as the comprehensive local market knowledge of all of its property agency specialists.

For more information about Ricacorp, please visit [www.ricacorp.com](http://www.ricacorp.com).

### **About CSL Limited**

CSL is Hong Kong's first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: 1010, One2Free and New World Mobility.

It operates a world-class GSM / WCDMA network through which it offers comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with more than 260 destinations around the world.

CSL is a subsidiary of Telstra Corporation Limited, Australia's leading telecommunications and information services company ([www.telstra.com.au](http://www.telstra.com.au)).

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