



*For Immediate Release*

## **1010 Asia Miles Brings Double the Happiness to Customers this Christmas**

*Earn a round trip ticket and get a share of 1,000,000 Asia Miles*

**Hong Kong, 30 November 2010** – 1010, the premium brand of CSL Limited (CSL), just loves celebrating Christmas! From 2 December 2010 until 10 January 2011, customers can earn bonus Asia Miles, special premiums and opportunities to join “1010 Asia Miles Christmas Lucky Draw” for 500,000 Asia Miles, by purchasing one of the latest designated Samsung handsets with monthly services subscription. For new subscribers to 1010 that purchase the Samsung GALAXY Tab, extra bonus Asia Miles and premiums will be given.

In addition, a 1010 Asia Miles Shopping Day will be launched on 11 December 2010 at 1010 shops in Central, Tsim Sha Tsui (Canton Road), Mongkok and Diamond Hill. Customers can earn an extra 3,000 bonus Asia Miles on top of normal subscription Asia Miles earned on the shopping day. Customer can earn up to 18,000 Asia Miles, enough to redeem a round-trip award ticket to Taipei.

“Through our partnership with Asia Miles, 1010 continues to offer new ways for customers to enjoy more special offers while they experience the best mobile network and services in Hong Kong,” said Mark Liversidge, Chief Marketing Officer, CSL Limited.

Eligible models include:



Samsung GALAXY Tab



Samsung GALAXY S (White)

High resolution pictures can be downloaded from the link below,  
<http://www.shout.com.hk/CSL - 1010 Asia Miles Christmas Campaign>

For more information, please call 1010 Hotline at 2988 1010 or visit [www.1010.com.hk](http://www.1010.com.hk). For information regarding Asia Miles, please visit [www.asiamiles.com](http://www.asiamiles.com).

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### **About 1010**

Launched in 1993, 1010 is the prestigious brand of CSL Ltd, the largest mobile operator in the mobile communications market in Hong Kong. Well-known for its quality network and premium

customer services, 1010 is not only the first choice for Hong Kong's business users but it is also benchmark leader for the industry.

1010 established a number of notable and highly successful firsts: 1010 NextG™, 1010Concierge, 3G Video Sharing Service, F-Secure Mobile Security Service and a loyalty programme for its mobile users - 1010 ClubBest™.

The brand's market leadership and superior customer service are highly recognized by the industry. Utilizing its talent, technological know-how and quality networks, 1010 launched 1010 + BlackBerry Wireless Email Solution in 2004 to maximize corporations' efficiency and enable corporate customers to communicate seamlessly with their business partners and clients and continues to bring innovative and practical solutions to the market.

For more information about 1010, please visit [www.1010.com.hk](http://www.1010.com.hk).

### **About Asia Miles**

Asia Miles is Asia's leading Travel Reward Programme and has more than 400 partners worldwide in nine partner categories. There are 19 airline partners including Cathay Pacific and Dragonair.

Asia Miles also has a list of superior partners in finance and insurance, hotels, telecoms, car & transport, retail, dining & banquets, travel & leisure as well as professional services. Asia Miles is free to join and open to anyone aged 2 or above. Simply enroll online at [www.asiamiles.com](http://www.asiamiles.com).

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