



Immediate release

1010 offers the premium Porsche Design P'9982 Smartphone from BlackBerry

Hong Kong, 16 January 2014 – 1010 is proud to announce it is the exclusive mobile operator in Hong Kong to offer the Porsche Design P'9982 Smartphone from BlackBerry® – a super premium device designed by Porsche Design based on the BlackBerry® 10 platform. Style conscious customers can now get the most out of their P'9982 on 1010, Hong Kong's trusted network, with premium deals to go along with.

To welcome you to this truly unique experience, 1010 customers who purchase the new P'9982 and sign up on the \$479 Digital Life Plan will receive a complimentary leather pouch, with customised engraving in your choice of English characters in various fonts and a selection of different engraving position on the leather pouch. Customers can also receive a Plantronics BackBeat GO Stereo Bluetooth Headset valued at \$700.

"1010 is committed to delivering a superior network experience with products and services that best meet our customers' needs", says Danny Mok, Chief Marketing Officer of CSL Limited. "Combined with our personalised engraving service, the launch of the P'9982 smartphone on Hong Kong's trusted network is a genuine representation of the superior status and unique personality of our style conscious customers."

World-renowned luxury and lifestyle brand Porsche Design designed the P'9982 with the finest materials, from the stainless steel casing to the hand-wrapped Italian leather back cover. It comes with a bespoke user interface based on BlackBerry® 10 with Porsche Design's unique elements. An instantly recognisable PIN is also available to make the user experience extra special, especially when paired with 1010 network that offers impressive speed, coverage and stability throughout Hong Kong.

For more information about the P'9982 smartphone, please call the 1010 hotline on 2988 1010 or visit www.1010.com.hk. You are also welcome to visit Central 1010 Centre for a hands-on experience of the P'9982 smartphone.

Terms & conditions:

- Promotion until 28 February, 2014.
- To enjoy this 1010 Porsche Design P'9982 Smartphone from BlackBerry and accessories offer, you must subscribe to \$479 Digital Life Plan and designated value added service(s) of not less than \$38 per month simultaneously for a Minimum Contract Period of 24 months. Settlement of service fees by autopay, handset price of \$9,080 and prepayment of \$5,800 via designated credit card is also required. Prepayment amount will be rebated into your 1010 account by instalments during the Minimum Contract Period.
- Gifts are available while stocks last.
- CSL does not guarantee the quality of engraving services provided by a third party service provider and will not be liable for any matters arising from or in connection with the engraving services. Any dispute or complaint in connection with the engraving services must be directed to the service provider.
- Actual speeds experienced will be considerably less than the theoretical speeds obtainable on a 4G network and may vary due to internet conditions, server speeds, network conditions, coverage, locations, the computer and device used, hardware, software, usage levels and other factors.
- Other terms and conditions apply.
- CSL reserves the right to terminate or change these Service Plans, offers or terms and conditions at any time without prior notice. CSL reserves the right to make the final decision in the event of any dispute.
- Please visit www.1010.com.hk for 1010 Centre addresses, details of products, Service Plans, offers and terms and conditions.



Remarks:

BlackBerry® and related trademarks, names and logos are the property of BlackBerry Limited and are registered and/or used in the U.S. and countries around the world. Used under license from BlackBerry Limited. Porsche Design is a registered trademark of Dr. Ing. h.c. F. Porsche Aktiengesellschaft.

The advertisement features two smartphones against a dark, textured background. On the left, a silver smartphone is shown from the front, displaying a BlackBerry OS interface with a large digital clock showing '10:10 AM' and the date 'Wed, Sept 4'. Below the clock is a list of messages from contacts like 'Paul Turner' and 'Megan Anderson'. The BlackBerry logo is visible at the bottom of the screen. On the right, a black smartphone is shown from the back, featuring the embossed Porsche Design logo. Below the phones, the text 'PORSCHE DESIGN P'9982 SMARTPHONE' is displayed in a white, sans-serif font. The bottom of the advertisement is a solid yellow band containing the text 'IOIO Presents Porsche Design P'9982 smartphone from BlackBerry®' and the slogan 'MAKE YES! HAPPEN'.

IOIO Presents Porsche Design P'9982 smartphone
from BlackBerry®

MAKE **YES!** HAPPEN

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About 1010

Launched in 1993, 1010 is the highly regarded premium brand of CSL Limited. Known for its award-winning customer services#, 1010 also draws on CSL's network superiority to provide Hong Kong's professionals and discerning customers with a premium mobile lifestyle service. In 2010, CSL became the first operator in the world to launch dual band 4G LTE with DC-HSPA+ mobile broadband network, and now offers world-class capacity and speed to 1010 customers, complementing the premium value-added services that set the brand apart.

For more information, please call 1010 at 2988 1010.

1010 won "Service Retailer of the Year (Telecommunications)" at the Hong Kong Retail Management Association's "Mystery Shoppers Programme" from 2009-2013.

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