



*For Immediate Release*

## **1010 celebrates the opening of new 1010 CAUSEWAY BAY with special offers**

**Hong Kong, 14 March, 2014** - 1010 celebrates the opening of the new 1010 CAUSEWAY BAY at Yee Wo Street with a number of exciting offers and giveaways for visitors and new customers. Details are as follows:

### **1. agnès b. DÉLICÉS Chocolate & 30 Days Free Trial of Musicholic™ for 1010 CAUSEWAY BAY Visitors**

Beginning today through 31 March 2014, 1010 promotional crew will distribute promotion cards to passers-by at various locations near the new 1010 CAUSEWAY BAY. Visitors who present the cards at the new 1010 CAUSEWAY BAY will receive a complimentary agnès b. DÉLICÉS chocolate box\* and a 30-day free trial of Musicholic which allows you to enjoy over 1 million songs and music videos.

### **2. 6-month Free Trial of Anyplex & \$380 Movie and Food & Beverage Vouchers for New 1010 Customers**

Beginning today through 30 April 2014, new customers who sign up for designated service plans at new 1010 CAUSEWAY BAY will be entitled to the followings:

- 6-month free trial of Anyplex which allows you to enjoy over 400 Hollywood and Asian movies and
- 2 Cine Times movie and Food & Beverage vouchers, valued at \$380 in total and
- participate in the lucky draw with a chance to win prizes like Amuse Battery, Magic Speaker or other exciting gifts, valued at up to \$399

The brand new 1010 CAUSEWAY BAY is now relocated from East Point Road to Shop G1, 46-54 Yee Wo Street, Causeway Bay, Hong Kong.

For more details, please call the 1010 hotline on 2988 1010, visit [www.1010.com.hk](http://www.1010.com.hk) or visit 1010 Causeway Bay.

#### **Terms and conditions:**

- \*Gifts are available while stocks last.
- Each mobile phone no. can enjoy the free trial of Musicholic™ once only.
- To enjoy 6-month Anyplex free trial, you must subscribe to \$399 /\$479 Digital Life Plan(Device Connection) or \$467 iPhone Plan(Device Connection) and designated value added service(s) of not less than \$38 per month simultaneously for a Minimum Contract Period of 24 months during the promotion period at new 1010 CAUSEWAY BAY.
- To enjoy the Cine Times movie voucher and Food & Beverage voucher, you must be a new 1010 customer and subscribe to any \$329 Service Plan or above and designated value added service(s) of not less than \$38 per month simultaneously for a Minimum Contract Period of 24 months during the promotion period.
- Settlement of service fees by autopay and prepayment (amount depends on your chosen device and Service Plan subscribed) via designated credit card is required. Prepayment amount will be rebated into your 1010 account by installments during the Minimum Contract Period. Mobile Service License and Administration Fee of \$12 per month applies (depends on your Service Plan subscribed).



- The use of movie voucher and Food & Beverage voucher is bound by UA Cinema Circuited LTD's terms and condition. See the back of the movie voucher and Food & Beverage voucher for details.
- You shall be eligible to participate in the Lucky Draw once for every subscription of any 1010 Service Plan at the new 1010 CAUSEWAY BAY during Promotion Period.
- Trade Promotion Competition License No. 42733.
- Other terms and conditions apply.
- CSL reserves the right to terminate or change this offer or these 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](http://www.1010.com.hk) for details of 1010 Centre addresses, products, Service Plans and terms and conditions.

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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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