



Immediate Release

**1010 offers pre-order to Samsung GALAXY S5 & Samsung Gear Fit
with 1010 Mobile Fitness Privilege**

A host of celebrities showcased how 1010 empowers customers to stay fit and stay connected

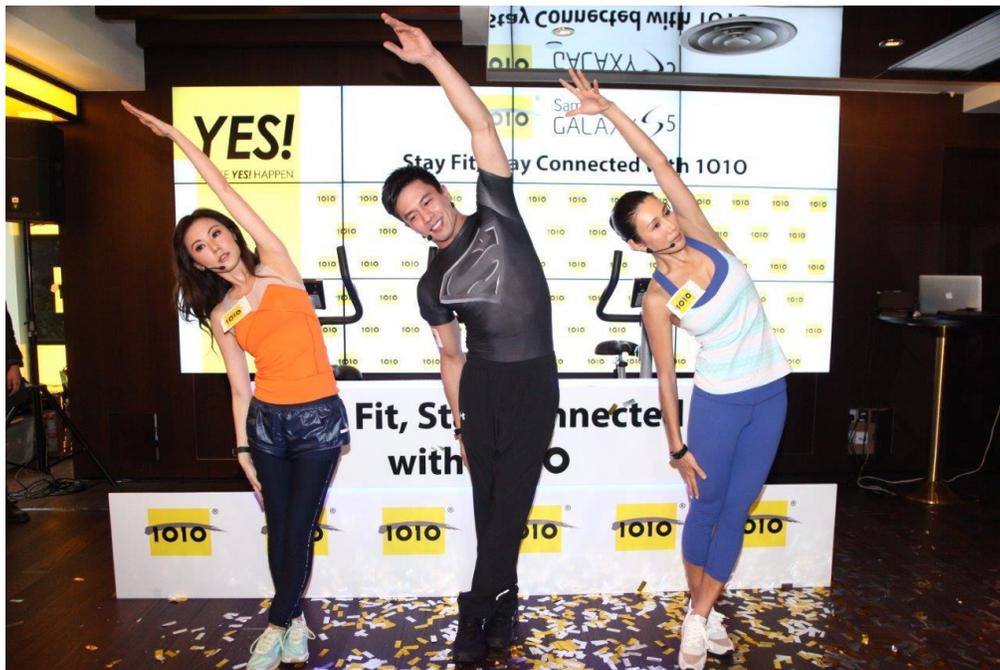
Event Photos:



1010 today announced that Samsung GALAXY S5 will be available for pre-orders at all 1010 Centres beginning 4 April 2014. Adelee Tong, Director of 1010 Marketing, Annie Liu and Andy On joined hands and kicked-off the event



Annie Liu, Andy On and Almen Wong became the first 1010 customers in town to experience the new Samsung GALAXY S5



Celebrity Yoga Tutor Almen Wong instructed Annie and Andy to do stretching at the event.



Hong Kong, 2 April, 2014 – 1010 today announced that the long-awaited Samsung GALAXY S5 and Samsung Gear Fit will be available for pre-orders at all 1010 Centres beginning 4 April 2014. Alongside the announcement, 1010 will launch the 1010 Mobile Fitness Privilege, complementing the soon-to-be available device and enabling customers to stay fit, healthy and connected with 1010.

1010 welcomed a host of celebrities to spice up today's event at 1010 Tsim Sha Tsui. Annie Liu, renowned actress, Andy On, model, action hero and martial artist as well as Almen Wong, celebrity yoga instructor, participated in the event and became the first 1010 customers in town to experience the new Samsung GALAXY S5 and its exceptional health features including the built-in Heart Rate Sensor and the S Health app that tracks customers' daily activities on-the-go. The celebrities were also impressed by the new stylish Samsung Gear Fit, which allows them to stay connected even during their daily workouts when connected with the Samsung GALAXY S5.

To demonstrate 1010's continuous commitment to bring an enriched and refined lifestyle for its customers, 1010 is launching the 1010 Mobile Fitness Privilege, a perfect complement to the new Samsung GALAXY S5 and Samsung Gear Fit, to help customers staying in great shape and maintaining a healthy lifestyle while juggling work with a busy timetable. The Privilege is comprised of the following offers:

- 50% discount of Samsung Gear Fit (priced at \$1,698)
- a complimentary yoga or fitness class instructed by well-known celebrity yoga instructor Almen Wong and renowned celebrity personal fitness trainer Ryan Lee respectively
- access to health and fitness tips provided by a team of health and fitness experts including Almen Wong, Ryan Lee and reputable nutritionist Mimi Li via 1010 App
- a complimentary 7-day unlimited pass to any Pure Yoga/ Pure Fitness location

"1010 is always going the extra mile for our customers," said Adelee Tong, Director of 1010 Marketing. "Coupling the launch of Samsung's new flagship smartphone with our incredible 1010 Mobile Fitness Privilege, we extend our services beyond mobile. We hope to elevate the quality of life and improve wellness of our customers through our customised 1010 Mobile Fitness Privilege."

Customers who purchase the Samsung GALAXY S5 and sign up for \$479 Digital Life Plan will be eligible for the attractive 1010 Mobile Fitness Privilege. The Samsung GALAXY S5 and Samsung Gear Fit will be available in the market on 11 April 2014. For more information about the Samsung GALAXY S5, Samsung Gear Fit and 1010 Mobile Fitness Privilege, please call the 1010 hotline on 2988 1010, visit www.1010.com.hk or go to any 1010 Centre.

Terms & Conditions

1. Promotion Period until 30 April 2014.
2. To enjoy the above offers, 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 and prepayment of \$5,998 with designated credit card is required. The prepayment amount will be credited into your 1010 account by instalments during the Minimum Contract Period.
3. For each eligible Service Plan subscription, you may:
 - a) purchase one Gear Fit at half price;
 - b) enjoy one yoga/fitness class("Yoga/Fitness Class");
 - c) receive one complimentary 7-day unlimited pass to any Pure Yoga/Pure Fitness location ("Pure Pass");
 - d) receive fitness tips from Almen Wong, Ryan Lee and Mimi Li("Fitness Tips").



4. You must purchase the Gear Fit when you subscribe to the eligible Service Plan.
5. You must register the Yoga/Fitness Class when you subscribe to the eligible Service Plan.
6. The Pure Pass is available to first-time Pure visitors who must be Hong Kong residents and 18 years of age or older. You must register in advance via the online registration page at www.pure-international.com/1010 before store visit during the Promotional Period. Terms and conditions of the Pure International (HK) Ltd apply.
7. You can only view the Fitness Tips via Samsung Galaxy S5 and the Fitness Tips are only available until 31 July 2014.
8. These offers are available while stocks last.
9. The Yoga/Fitness Class, Pure Pass and Fitness Tips are provided by third party suppliers ("Suppliers"). CSL Limited ("we/us") makes no representation or guarantee as to the quality, nature, accuracy and practicality of the Fitness Class, Pure Pass and Fitness Tips and any goods and services you receive from the Suppliers and accepts no liability for any matters arising from or in relation to the same. Any dispute or complaint in connection with the Fitness Class, Pure Pass and Fitness Tips and any goods and services provided by the Suppliers must be directed to the Suppliers. Terms and conditions of the Suppliers apply. For details, please contact the Suppliers directly.
10. Other terms and conditions apply.
11. If there is any inconsistency of conflict between the English and Chinese versions of these Terms and Conditions, the English version shall prevail.
12. We reserve the right to terminate or change these offers, Service Plans or terms and conditions at any time without prior notice.
13. We reserve the right to make the final decision in the event of any dispute.
14. Please visit www.1010.com.hk for 1010 Centre addresses, details of offers, products, Service Plans, offers and terms and conditions.

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.

For media enquiry, please contact:

CSL Limited

Helen Lee

Tel: +852 2883 4883

Email: helen.HT.lee@hkcsl.com