


**SmarTone launches *WhoRU?*<sup>™</sup>  
the first mobile on-line role-play game in Hong Kong  
allowing live interaction among players**

(5 September 2003, Hong Kong) - As Hong Kong's leading mobile network operator in data services, SmarTone today announces the launch of *WhoRU?*<sup>™</sup> by SmarTone , enabling customers to do **role-play** with different avatars and enjoy a real-time and interactive **on-line** chat in varied chatrooms.

*WhoRU?*<sup>™</sup> is the first mobile on-line role-play game in Hong Kong, allowing live interaction among players. Customers can choose the desired character and dress up the representative avatar to chat with other avatars, who are seen as moving around in the chatroom.

"*WhoRU?*<sup>™</sup> can set customers' boundless imagination free through role-playing, creating personalised avatars, expressing crazy ideas without exposing their real identity," said Douglas Li, Chief Executive Officer of SmarTone. "The launch of *WhoRU?*<sup>™</sup> further extends SmarTone's leading position in the local mobile game market."







With the ultimate goal of providing customers with an extraordinary gaming experience with a personalized avatar and a selected chatroom, *WhoRU?*<sup>™</sup> presents


- Eight categories of avatar – <*Trendy Guys*>, <*Trendy Gals*>, <*Soccer Stars*>, <*Soccer SupaStar*>, <*Celebrities*>, <*Funny People*>, <*Uniform Babes*> and <*Uniform Hunks*> and

- Four chatrooms of different topics with appealing background – <Hot gossips>, <Speakers' corner>, <Love in the air> and <Sex in the city> (the last one is only available to customers subscribing to 18 Plus).

Customers can change their avatars and switch among different chatrooms anytime when they are playing the game to maximize their fun of role-playing different avatars and engaging in chatting of different topics with different people. The choices of avatars and chatrooms will continuously be expanded.

Other innovative features of **WhoRU?** include <Emotion>, <Snapshot>, <E-card>, <1-to-1 chat>, and <Buddy>, enabling customers to better express themselves and facilitate better communications with their friends.

By simply going to SmarTone  >>  **Game Shock**, customers can download **WhoRU?**. Alternatively, SmarTone 's customers can go to  **Channels** >>  **Hip-hop** or  **18 Plus** to download the normal version or the adult version respectively. **WhoRU?** is applicable to Sharp GX12 and most of the Nokia Java handsets.


In addition to **WhoRU?**, SmarTone recently introduced a variety of new games to its rich portfolio of MIDP and CJSP Java games. Together with the exclusive CJSP Java games from the six top-branded Japanese providers and popular MIDP Java games, SmarTone  offers over 210 mobile Java games to suit different needs of customers.

For details, please call the 24-hour hotline (2880 2688), visit any SmarTone shop or browse SmarTone website at [www.smartone.com.hk](http://www.smartone.com.hk).

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## About SmarTone

Established in 1992, SmarTone is a leading provider of mobile communications services in Hong Kong. It is a customer-oriented company and aims to bring its customers closer to the people, the information and the entertainment that is important to them and, through this, to generate greater shareholders' value.

With our strong technological heritage and deep commitment to quality service, SmarTone intends to bring our customers into the new world of 2.5G/3G mobile infotainment and media. With a clear focus on customer needs, we have marketed numerous compelling services which deliver substantial benefits to our customers — SmarTone's branded offerings include SmarTone , SmarTone **BIZ**<sup>™</sup>, email **on the go**<sup>™</sup>, picturemail<sup>™</sup>, moviemail<sup>™</sup>, sms **via email**<sup>™</sup> and \*131\* PhoneHome<sup>™</sup>.

Our commitment to quality service is well recognised in Hong Kong, validated by numerous major retail and service industry awards.

### Next Magazine's 14<sup>th</sup> Top Service Award 2003

Top Service Gold Award	2003
Top Service Category Award	2003
Champion of The Best Staff Award	2003

### Asia Pacific Customer Service Consortium's Customer Relationship Excellence Awards

Customer Relationship Excellence - Outstanding Achievement	2002
Call Centre of the Year (Telecommunications)	2002
Customer Service Professional of the Year	2002

### Hong Kong Retail Management Association's Annual Service and Courtesy Awards

Best Team Award	2001 & 2002
Supervisory Level Award	2001
Junior Frontline Level Award	2002

## **Hong Kong Retail Management Association's Mystery Shoppers Programme**

Service Category Leader 2002 & 2003

Service Retailer of the Year 2002

## **Hong Kong Management Association's Distinguished Salesperson Award**

Four SmarTone-nominated staff members won 2003

Five SmarTone-nominated staff members won 2002

## **Hong Kong Call Centre Association's Call Centre Award**

Call Centre Team Leader - Silver & Bronze 2002

Call Centre Professional - Bronze 2002

We were the first operator to launch GSM mobile services in Asia in 1993 and the first in Hong Kong to introduce automatic international roaming. We were the first in the world to implement Enhanced Full Rate Technology in our network in 1997, greatly improving voice quality for our customers. We were the first in Hong Kong to pilot launch GPRS in 1999.

SmarTone (SEHK: 0315) has been publicly listed in Hong Kong since 1996. The Company's major shareholder is Sun Hung Kai Properties Limited (holding about 51%).

SmarTone's website is [www.smartone.com.hk](http://www.smartone.com.hk)

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