


SmarTone as the official mobile operator for Infernal Affairs II & III Helping customers get closer to first-class entertainment



(17 September 2003, Hong Kong) – SmarTone, Hong Kong's leading mobile network operator in data services, is pleased to announce it acts as the Title Sponsor of Infernal Affairs II and the Features Sponsor of Infernal Affairs III. In addition, SmarTone's exclusive mobile phone GX22 is the official mobile phone for Infernal Affairs III.

"SmarTone is pleased to be the only official mobile operator for Infernal Affairs II and III," said Mr. Douglas Li, Chief Executive Officer of SmarTone. "SmarTone and the Infernal Affairs movie series are leaders of their respective industries, setting new standards for quality products and services. Both of us have proven to deliver the best to customers, which are validated by a host of industry recognitions."

GX22 as the official mobile phone for Infernal Affairs III fits in well with the movie. GX22 is the best AV mobile phone and its advanced features provide the best-in-class visual performance. On the other hand, Infernal Affairs III carries top-class cast, including the six award-winning actors: Tong Leung, Andy Lau, Leon Lai, Eric Tsang, Anthony Wong and Chen Dao Ming.

With its sponsoring the Infernal Affairs series, SmarTone launches **Infernal Affairs II SMS Guessing Game, Exclusive Downloads on Infernal Affairs II at SmarTone**  and host the **"Get Closer to the all-star cast of Infernal Affairs II" Event** at World Trade Center.

Infernal Affairs II SMS Guessing Game

From now till 5 October 2003, Infernal Affairs II SMS Guessing Game is open to all GSM mobile phone users in Hong Kong. All are welcome to send the answer to the question about Infernal Affairs II via SMS to "9166 0000", while SmarTone customers can also participate in the game via SmarTone  >>  Hip-hop >> Movie Channel. **GX22 and a total of 100 movie tickets** will be given to entrants with the right answer via lucky draw.

Exclusive “Infernal Affairs” Downloads at SmarTone

SmarTone provides customers with the hottest and greatest downloads. Starting from today, SmarTone customers can enjoy **exclusive “Infernal Affairs” downloads**, including wallpaper, logo, MMS, my connecting tone and ringtone. For the 120 users with the greatest number of “Infernal Affairs” downloads on or before 5 October 2003, each of them will get **2 complimentary tickets** of Infernal Affairs II or fabulous prizes!

“Get Closer to the all-star cast of Infernal Affairs II” Event

To enable customers to get closer to the starred casts of Infernal Affairs II, SmarTone is holding an event on 19 September 2003 (Friday) at 9:15 pm at the concourse of World Trade Center of Causeway Bay. Edison Chen, Shawn Yue, Anthony Wong, Chapman To, Yu Chiu and Kelly Fu will be there to play games with audience and help them win the GX22 mobile phone worth \$4,380.

For details, please browse SmarTone’s website at 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, email on the go™, picturemail™, moviemail™, sms via email™ and *131* PhoneHome™.

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

Next Magazine's 14th 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



News Release

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

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