

San Miguel - SmarTone Football Station

Brings customers the hottest game, football-related mobile data services and privileged offers maximizes the fun and excitement of live football matches while enjoying beer at bars/pubs

(21 October 2003, Hong Kong) – SmarTone Mobile Communications Ltd., Hong Kong's leading mobile network operator in data services, and San Miguel Brewery Hong Kong Ltd., the leading brewing company in Hong Kong, today announced their collaborative initiative on setting up San Miguel - SmarTone Football Station in popular bars/pubs. These football stations will offer the hottest game, football-related mobile data services and privileged offers, maximising the fun and excitement of live football matches while enjoying fresh and good-tasting San Miguel beer.

Mr. Chris Lau, Director of Future Services of SmarTone said, "SmarTone always puts strong emphasis on satisfying different customers' needs by offering compelling and easy-to-use services that can deliver real benefits and value to customers. San Miguel - SmarTone Football Station aims to help our customers get closer to the information and the entertainment that are important to them by providing the latest football news and useful betting information instantly when they are watching live football matches at bars/pubs. SmarTone is pleased to co-operate with such a strong partner to maximise the fun and excitement of live football matches in bars/pubs with SmarTone's compelling football-related mobile data services."

Mr. Kelvin Lee, General Manager – Marketing of San Miguel said, "Enjoying fresh and good tasting San Miguel beer together with watching a brilliant live football match is undoubtedly an enjoyable experience. As a market leader in the local beer industry, we are glad to bring more fun and excitement to football fans by collaborating with the leader in the mobile service industry, SmarTone, in setting up the San Miguel - SmarTone Football Station. This initiative is set to become one of the largest scale football promotions in bars/pubs in Hong Kong with the support from over 40 bars/pubs initially. Drinkers who go to these football stations will be able to enjoy exciting live football matches while having a great chance to win fabulous prizes instantly via the hottest SMS Guessing Game. I am sure that it would be a very enjoyable experience to the football fans and hope that this trend would become a big hit in town!"

Riding on San Miguel's resources and extensive connections with popular bars/pubs, San Miguel - SmarTone Football Station will initially be opened in over 40 bars/pubs of four major districts, namely Causeway Bay, Tsim Sha Tsui, Prince Edward and Tai Po. The number of such football station will be expanded shortly. The participating bars/pubs will be identified by the prominently displayed San Miguel – SmarTone Football Station logo, which symbolizes the combined effort of the two industry leaders.

Starting from 21 October 2003, Monday to Friday, promoters for San Miguel - SmarTone Football Station will help customers of these football stations, who purchase 6 bottles of San Miguel beer or San Mig Light, register for the SMS Guessing Game to win fabulous prizes. The SMS Guessing Game will be held on every Saturday for 8 consecutive weeks in the football stations.

Playing method and fabulous prizes of the SMS Guessing Game

Participants of the game simply have to answer a question via SMS on the result of a football match, which will be broadcast live on that night, to win:




1. Weekly Grand Prize

- The 1st entry with a successful guess of the result at each district will win a GX22 mobile phone.
- The 1st three entries with a right guess at each bar/pub will be awarded other prizes, including soccer jersey, SmarTone's phonestrap and free bottles of San Miguel beer.

All winners will be notified and awarded immediately on-site, which is made possible by SmarTone's intelligent SMS system.

2. Monthly Grand Prize

- A trip for two persons to England for watching an exciting match of The F.A. Premiere League will be given to each of the two game winners in mid-November 2003 and mid-December 2003 respectively.

In addition to the SMS Guessing Game, San Miguel free gifts and SmarTone's service coupons will be given to the football stations' customers. Moreover, a wide variety of football content available at SmarTone , the first mobile portal in Hong Kong capable of delivering true mobile multimedia experience, and SmarTone's Mobile Betting Service will be demonstrated in the football stations. To enjoy football news and comprehensive betting information such as tips, fixtures, results, league table and odds, etc., customers only have to go to SmarTone  >  Money, Money > Football. Furthermore, customers can subscribe to the "Wapslot Football Information", "Live Match Alert SMS" and "Results & Fixtures Alert MMS" services, keeping themselves abreast of the latest football information.

For more details on San Miguel – SmarTone Football Station, SmarTone's football content and Mobile Betting Service, please call SmarTone's 24-hour hotline at 2880-2688.

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