

SmarTone  launches **Pets World**
Hong Kong's first one-stop interactive mobile community
catering to the needs of its customers who are pet owners / lovers

(11 November 2003, Hong Kong) - SmarTone today launches Pets World, Hong Kong's first one-stop interactive mobile community for pet lovers to SmarTone , its mobile multimedia portal. Pets World caters to the needs of SmarTone's customers by providing the latest pet-related information and comprehensive services.

"With a genuine focus on customer orientation, SmarTone helps customers get closer to the people and things that are important to them," said Mr. Douglas Li, Chief Executive Officer of SmarTone. "Pets World is a mobile community for pet owners / fans to get closer to each other."

Being the first of the many services under Pets World, Pets Daily delivers MMS content comprising a lovely pet photo and useful weather information to customers from Monday to Friday. On Saturday and Sunday, Pets Daily delivers a photo of the animal awaiting homing at the Society for the Prevention of Cruelty to Animals (Hong Kong) ("SPCA") and the adoption details to customers' handsets, facilitating a simple and instant way to contact SPCA for animal adoption.

As one of the "Caring Companies" designated by The Hong Kong Council of Social Service, SmarTone will donate HK\$2 for each monthly subscription of Pets Daily to SPCA in support of its homing services.

Mr. Li said, "SmarTone is committed to supporting charitable causes. We are pleased to partner with SPCA in promoting kindness to and adoption of abandoned animals via Pets Daily, the convenient channel of reaching SPCA for animal adoption."

New services such as health and grooming tips, special offers of pet products and services, advice from veterinarians, etc. will be added to Pets World. In addition, Pets World will host a pet photo competition to invite pet fans to participate in selecting "Pets of the Month". Details of the competition and the event will be announced in due course.

Customers can go to SmarTone  >>  Channels >>  Hip-hop >> Pets World to subscribe to Pets Daily with a monthly fee of HK\$18. For details, please call the 24-hour hotline (2880 2688), visit any SmarTone shop or browse SmarTone website at www.smartone.com.hk.

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About SmarTone

SmarTone is Hong Kong's leading mobile network operator in data services. We are a customer-oriented company and aim to bring our customers closer to the people, the information and the entertainment that is important to them and, through this, to generate greater shareholders' value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of our businesses – products and services, network performance and customer service – as well as the company's brand position.

SmarTone was selected as one of Asia's Top 20 Brands in the annual "Top Asian Brands" survey conducted by *Media* magazine in June 2003. SmarTone was the only mobile operator to be included in the Top 20 alongside other major international brands.

With our strong technological heritage and deep commitment to quality service, SmarTone introduces compelling mobile data services which are marketed under three categories: SmarTone  , a ground-breaking mobile multimedia service providing information and entertainment for all customers; SmarTone  , a suite of simple and easy-to-use mobile business services for business executives and professionals to stay ahead of the game; and messaging services, such as **picturemail**™. SmarTone's branded offerings, including SmarTone  , SmarTone  , email **on the go**™, **picturemail**™, **moviemail**™, sms **via email**™ and  , deliver substantial benefits to customers.

Operating the best network in town, SmarTone provides customers with voice and data services of the highest quality.

SmarTone has become the leader in customer service, not only amongst telecom operators, but also across all service industries in Hong Kong. This is exemplified by the growing number of local and regional retail and service awards received by the company.

Hong Kong Retail Management Association's Service & Courtesy Award

Best Team Performance Award	2001, 2002 & 2003
Supervisory Level Award	2001 & 2003
Junior Frontline Level Award	2002 & 2003

Hong Kong Retail Management Association's Mystery Shoppers Programme

Service Category Leader	2002 Q1 & 2003 Q1
Service Retailer of the Year	2002 & 2003

Hong Kong Management Association's Distinguished Salesperson Award

Four SmarTone-nominated staff members won	2003
Five SmarTone-nominated staff members won	2002

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 Call Centre Association's Call Centre Award

Call Centre Team Leader - Silver & Bronze	2002
Call Centre Professional - Bronze	2002

Next Magazine's Top Service Award

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

Established in 1992, SmarTone was 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 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

For further information, please contact:

Ms. Helen Kwan
Head of Corporate Communications
Tel: (852) 3128 2255 / 9664 7628
Email: helen_kwan@hksmartone.com

Ms. Christy Ko
Executive - Corporate Communications
Tel: (852) 3128 2243 / 9439 7190
Email: christy_ko@hksmartone.com