




SmarTone offers customers exclusive Infernal Affairs III - related content at SmarTone & SMS Guessing Game

(20 November 2003, Hong Kong) – As Hong Kong's leading mobile network operator in data services, SmarTone is the Feature Sponsor of Infernal Affairs III. Now, SmarTone customers can enjoy exclusive content of Infernal Affairs III at SmarTone  and participate in a SMS Guessing Game related to the movie.

“With a customer-oriented focus, SmarTone brings the best to customers. SmarTone launches the Exclusive Zone of Infernal Affairs III at SmarTone  for the enjoyment of its customers. We also offer a SMS Guessing Game relating to the movie for participation by the community at large,” said Mr. Douglas Li, Chief Executive Officer of SmarTone.


Exclusive Zone of Infernal Affairs III at SmarTone

The Exclusive Zone of Infernal Affairs III at SmarTone  offers convenient access to a wide variety of rich information related to Infernal Affairs III, including the synopsis and the cast of the movie, as well as the following entertainment content:

- **Exclusive downloads on Infernal Affairs III**
Starting today, customers can enjoy exclusive Infernal Affairs III downloads, including movie trailer, wallpaper, logo, **my** connecting tone, ringtone and photo frame with the top-class cast of Infernal Affairs III. For customers who enjoy the greatest number of Infernal Affairs III downloads on or before 18 December 2003, each will have a chance to receive **2 complimentary tickets** of Infernal Affairs III or fabulous prizes!
- **Exclusive Java game of Infernal Affairs III**
This is a one-to-one mahjong game. Customers can choose the cast of Infernal Affairs III - Lau Kin Ming (Andy Lau), Chan Wing Yan (Tony Leung) or Lee Sum Yee (Kelly Chen) - to be their game mate.

The aforementioned Exclusive Zone is accessible via SmarTone  >> *Exclusive Zone of Infernal Affairs* >> *Exclusive Zone of Infernal Affairs III*.

Infernal Affairs III SMS Guessing Game

From now till 18 December 2003, Infernal Affairs III SMS Guessing Game is open to all GSM mobile phone users in Hong Kong. Everyone is welcome to answer the question about Infernal Affairs III by sending a SMS to “6110 0000”, while SmarTone customers can also participate in the game via SmarTone  >> *Exclusive Zone of Infernal Affairs* >> *Exclusive Zone of Infernal Affairs III*. **GX22, complimentary tickets and posters of Infernal Affairs III** will be awarded to participants who successfully guess the right answer on a first-come-first-served basis.




For details, please call SmarTone's 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 **BIZ**[™], 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 **BIZ**[™], 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%).



News Release

For more information, please visit SmarTone's website at www.smartone.com.hk

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