





# SmarTone • ■ enriches Pets World by introducing 'Pet of the Month' photo competition and four new pet-related services – Pets Show, Pet Stories, Pets Care and Pets Info

(9 January 2004, Hong Kong) - SmarTone today announces several service enhancements to Pets World - Hong Kong's first one-stop interactive mobile community for pet lovers. In addition to enjoying Pets Daily, SmarTone customers can now participate in 'Pet of the Month' photo competition and obtain the latest and most comprehensive pet-related information at Pets Show, Pet Stories, Pets Care and Pets Info.

"SmarTone keeps generating new service ideas which translate into products and services giving value to customers, and we will continue to offer more in the future," said Mr. Douglas Li, Chief Executive Officer of SmarTone. "To satisfy different needs of customers, SmarTone continues to enrich its mobile multimedia portal, SmarTone of the new information and entertainment content and services, such as Pets World."

#### 1. Pets Show

Pets Show is a mobile photo exhibition which allows pet lovers to view and download their favorite pet photos as well as to vote on 'Pet of the Month' photo competition.

Starting today, all mobile phone users in Hong Kong (including customers of other mobile operators) can enter into 'Pet of the Month' photo competition by simply sending a MMS message consisting of a photo and story about their pets to a designated number – 6010 0000. The entries to the photo competition will be **instantly** exhibited at Pets Show for pet lovers to invite their friends to vote for and download the photos of their pets. Moreover, everyone is welcome to view the entries of the competition via Internet at http://pets.smartone.com.hk.

The five entries, which receive the highest number of votes per month, will become the winners of the **photo competition**. Photos of the award-winning pets will be used as photos for Pets Daily in the following month. In addition, \$1,500 worth of pet product cash coupons, complimentary subscriptions to pet magazine and many other

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**fabulous prizes** will be awarded to the 5 winners. The voters, whose selection is picked as the champion of 'Pet of the Month', will have a chance to win fabulous prizes!

#### 2. Pet Stories

Pet Stories invites celebrities, who are pet lovers, to share touching stories about their pets.

#### 3. Pets Care

Pets Care, which comprises 'Special Offers' and 'Pets Beauty and Care', provides health and grooming tips, special offers of pet products and services, M-coupons as well as advice from veterinarians. Pets Care allows customers to attend to the well-being of their pets in the most professional yet economical way.

#### 4. Pets Info

Customers can access the latest pet-related information which is catergorised into different sections under Pets Info, namely 'New Pets', 'Breeding Tips', 'Pets for Adoption', 'Pets Paradise' and 'Pets Training'.

For details, please call SmarTone 1 24-hour hotline (2880 2611), 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.

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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 \( \text{SmarTone} \) a ground-breaking mobile multimedia service providing information and entertainment for all customers; \( \text{SmarTone} \) BIZ \( \text{MIZ} \), 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 picture \( \text{mail} \) \( \text{SmarTone} \) \( \text{Sma

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
Call Centre of the Year (Telecommunications)

Customer Service Professional of the Year

2002
2002

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

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

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## News Release

#### **Next Magazine's Top Service Award**

Top Service Gold Award2003Top Service Category Award2003Champion of The Best Staff Award2003

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

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