







News Release

Trail the stars and get entertainment via Video World of SmarTone

(6 July 2004, Hong Kong) – SmarTone  enriches the Video World with exclusive paparazzi scoops to help customers “get closer” to the artistes important to them. Paparazzi from Express Weekly will be nipping at celebrities’ heels to provide videos with voice-over exclusively for SmarTone customers to trail the stars. Video World of SmarTone  always brings customers the widest choice of video entertainment, including showbiz gossips and fashion news.

With a strong focus on customer-orientation, SmarTone continues to offer an ever more rich and attractive collection of video clips ranging from X-sports, Movies, Fashion Show to Gorgeous Models, and Funny Videos, to suit customers’ different interests. Customers can simply enter Video World through  **Hip-hop** >> “Entertainment and Fashion News” channel on SmarTone  via their mobile phones. Alternatively, customers can access different channels, either through  **Downloads** >> Video World or  **Live!** >> News.

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About SmarTone

SmarTone is Hong Kong’s leading mobile network operator in multimedia 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 offers best-in-class multimedia 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.



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SmarTone offers the best network performance in Hong Kong for both voice and multimedia services, validated by a network quality survey conducted by The Chinese University of Hong Kong.

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

Five SmarTone-nominated staff members won	2004 & 2002
Four SmarTone-nominated staff members won	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 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 & 2004
The Best Staff Award	2003 & 2004

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%).



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

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