








News Release

'Get Closer' to what is important to you via SmarTone  anytime



An innovative marketing campaign including the industry's first & largest outdoor 'live' demo billboard delivering real-time infotainment

(10 August 2004, Hong Kong) SmarTone has recently launched a large-scale marketing campaign with the objective to drive home the benefits SmarTone  brings to customers. The campaign consists of four episodes of TV commercials, newspaper ads as well as the industry's first and largest outdoor 'live' demo billboard – a 5.6m high giant phone showing real-time information and entertainment from SmarTone . The total investment in the campaign is over HK\$10 million.

Mr. Douglas Li, Chief Executive Officer of SmarTone, said, "This marketing programme aims to raise the public awareness of the benefits and values brought by multimedia services through the use of SmarTone  in everyday situations. It encourages customers to make SmarTone  a natural and regular part of their daily lives, and 'Get Closer' to the people, the information and the entertainment that is important to them."


The four episodes of TVC and print ads featuring Pluff Pluff, demonstrates the different SmarTone  services grouped into four broad categories of customers' needs and interests: 'Go live (get live information) anytime', 'Make money anytime' 'Have fun anytime' and 'Spend well anytime'.

As a core part of the overall SmarTone  marketing campaign, two giant phone billboards have been installed at World Trade Centre Causeway Bay and Dundas Street Mongkok until the end of 2004. The 5.6m high giant phone at Causeway Bay, the industry's first and largest outdoor 'live' demo billboard, is equipped with a 2.8m LED display. The two giant phones are no ordinary electronic billboards but are connected 'live' to the SmarTone  platform. Through the demonstrations at the giant phones, customers can sample a variety of real-time information and entertainment delivered by different channels of SmarTone  including  Live! ,  Hip-hop,  Game Shock,  Money, Money and  Smart Tips anytime.

As Hong Kong's leading mobile network operator in non-voice services, SmarTone has been delivering best-in-class mobile multimedia services. The launch of the innovative giant phone billboards is a new initiative to share with all mobile users the compelling multimedia services of SmarTone . It is an effective medium to increase the public awareness of SmarTone  and our customer proposition.



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New wallpapers featuring Pluff Pluff are now available on SmarTone  for customer to download at only HK\$1 each.

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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.

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
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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 52%).

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

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