



News Release

OwnNet – Your Own Private Telephone Network

Unlimited Calls Worldwide with **No** IDD Charges

(22 September 2004, Hong Kong) -- SmarTone announces the launch of OwnNet service, offering individual customers as well as corporates to create their own private telephone networks around the world to make international calls with **no** IDD charges. OwnNet is a unique service that fully integrates voice over broadband and mobile.

Mr. Douglas Li, Chief Executive Officer of SmarTone, said, "As Hong Kong's leading mobile network operator, SmarTone again delivers real benefits and values to customers through innovative application of the latest technologies. With the pioneering OwnNet service, customers can stay in touch with their colleagues, business contacts, friends and families worldwide while maximizing economic efficiency."

Customers subscribing to an OwnNet mobile tariff plan can form their private telephone networks worldwide. Every overseas OwnNet member requires an OwnNet Broadband Connector connected to any stable broadband service and a standard telephone. Customers can add as many overseas members and local SmarTone mobile users to their OwnNet anytime.

To meet customers' different business and personal needs, multiple OwnNet can be created with local and overseas colleagues, business partners, family and friends.

OwnNet is easy to set up and to use. Customers will also be free from worries about IDD cost. Simply by dialing an 8-digit designated number, customers can easily stay in touch with their circle of worldwide contacts all the time. In addition, OwnNet customers can enjoy superior voice quality and the use of OwnNet service will not affect the current broadband or fixed line service. Customers can use OwnNet service while accessing Internet at the same time.

For enquiries, customers can contact the OwnNet 24-hour service hotline at 2155 3333.

OwnNet Plan

- Subscription to an OwnNet mobile tariff plan
- OwnNet Broadband Connector at a promotional price of \$600* each
- A monthly connection fee for each OwnNet Broadband connector at \$98 per month

OwnNet Mobile Monthly Tariff Plans

Plan		A	B	C	D
Monthly Fee		\$148	\$188	\$258	\$328
Free Call Minutes	Basic	600	1000	1500	2500
	Intra	400	900	1200	2000
Thereafter Per Minute Rate		\$0.80	\$0.80	\$0.80	\$0.50
Free Services		Free Intra SMS			
		12-month Voice Mail, Call Forwarding, Caller Number Display, Call Waiting and Conference Calling			

- Airtime for calls between OwnNet members will first be deducted from Intra Minutes
- Customers are required to pay the MTR/Tunnel/Mobile Service License Fee of \$10 per month
- Roaming charges applied when customers use mobile to make/receive calls while overseas

* A one-year warranty of the OwnNet Broadband Connector is included

* Customer has to subscribe to one of the above tariff plans for 12 months.

— END —



News Release

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
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



News Release

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

For enquiries, please contact:

Ms. Eleanor Chan
Assistant Manager - Corporate Communications
Tel: (852) 3128 2250 / 9664 7613