



News Release

SmarTone Receives Unmatched Industry Recognition for its Excellent Customer Service Fourth Year in a Row

(6 October 2004, Hong Kong) – SmarTone Mobile Communications Limited receives unmatched industry recognition for its excellent customer service by winning the Best Team Performance Award for the fourth consecutive year at the 2004 Service & Courtesy Award, organized by the Hong Kong Retail Management Association (“HKRMA”). SmarTone’s winning of this major Award demonstrates our effectiveness in executing our customer service strategy and in fulfilling our promise to customers in delivering the highest quality services among retail industries. SmarTone also won the Supervisory Level Award for the Electronic & Electrical Appliances / Telecommunications Category.

SmarTone’s winning of the Best Team Performance Award for four consecutive years since the inauguration of the award in 2001 set an unprecedented record in the HKRMA’s history of Service & Courtesy Award programme. This outstanding achievement by SmarTone reflects the consistently high standard attained by its whole front-line team.

“We are proud to receive the awards presented by the HKRMA, the leading authoritative body representing the whole retail industry in Hong Kong. SmarTone further advances the market recognition for its customer service excellence and consistency, validated by top awards in retail industry competitions and surveys,” said Mr. Douglas Li, Chief Executive Officer of SmarTone.

This year, SmarTone’s representative outperformed 115 nominees from 36 retailers for the award for Supervisory Level, becoming the best of the best.

The HKRMA’s awards add to a growing number of local and regional retail and service awards that SmarTone has already won and affirms SmarTone’s excellence in customer service across all service industries. In the past four years, SmarTone has won the largest number of major service awards amongst mobile operators in Hong Kong.

Customer service is one of the three key pillars of SmarTone’s business. The company will continue to provide the best customer experience and help its customers *get closer to the people, the information and the entertainment that is important to them.*

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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 **III**[™], 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 was awarded a 3G licence in 2001 and is on schedule to launch our 3G services by the end of 2004.

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 telecommunications 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	2004, 2003, 2002 & 2001
Supervisory Level Award	2004, 2003 & 2001
Junior Frontline Level Award	2003 & 2002

Hong Kong Retail Management Association's Mystery Shoppers Programme

Service Category Leader	2003Q1& 2002 Q1
Service Retailer of the Year	2003 & 2002

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	2004 & 2003
The Best Staff Award	2004 & 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 52%).

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

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