



# News Release

## email **on the go**™ Auto-push automatically delivers emails in full to your preferred PDA phones

(25 October 2004, Hong Kong) – SmarTone helps customers maximize their business performance with email **on the go**™, the most powerful mobile email service for connecting to corporate and personal email accounts, by introducing another advanced feature – Auto-push.

With email **on the go**™ Auto-push, emails in full, including original format attachments, are delivered to you automatically when they arrive, wherever you are. Best of all, it works on customers' preferred choice of PDA phones including Sony Ericsson P910i, Treo 600 and O<sub>2</sub> Xda II. Customers can enjoy this service now by simply subscribing to the Auto-push service plan at just \$538 per month for unlimited GPRS usage for e-mails and attachments.

Mr. Douglas Li, Chief Executive Officer of SmarTone, said, "SmarTone always provides compelling products and services catering to needs of business users for instant access to information and their emails anywhere. Auto-push is another effort to enable customers do real-time business anywhere, helping them work faster, smarter and more productively. "

Other key useful features of email **on the go**™ include:

- Forward emails/attachments to any fax machine for print-out
- Create voice messages and attach as sound files to emails
- Incoming email alerts via SMS or WAP push
- Roaming in over 200 destinations on GPRS/CSD mode
- Access via Web

There are 3 service plans for customers to choose from to enjoy the email **on the go**™ service.

Service Plan	Standard	All-in-one	Auto-push
Monthly fee	\$50	\$298	\$538
Registration fee	\$200 (One-off)	Waived	Waived
GPRS usage fee	10 cents/KB or deduct from your GPRS usage plan  Free email <b>on the go</b> ™ local GPRS usage for the first 2 months	2MB; thereafter 10 cents/KB or deduct from your GPRS usage plan	Unlimited usage for emails and attachments

Remarks: IDD charges apply when forwarding e-mails to overseas fax machines  
Roaming charges apply when using the service in overseas countries

Customers can register for a 15-day free trial. For enquiry, they can call our 24-hour hotline 2880 2622.

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## About SmarTone

SmarTone is Hong Kong's leading mobile network operator in multimedia services. We 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 shareholder value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of our business – products and services, network performance and customer service.

SmarTone offers best-in-class multimedia services which are marketed in three categories: (1) SmarTone **GO**<sup>™</sup>, a ground-breaking mobile multimedia service providing information and entertainment for all customers; (2) SmarTone **BIZ**<sup>™</sup>, a suite of simple and easy-to-use mobile business services for business executives and professionals to help them stay ahead of the game; and (3) messaging services, such as the popular **picturemail**<sup>™</sup>. Among its many 'firsts', 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. It was also the first in the world to implement Enhanced Full Rate Technology in 1997 and the first in Hong Kong to pilot launch GPRS in 1999. SmarTone will be launching 3G services by the end of 2004.

SmarTone is the only mobile operator 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 ranked first by The Chinese University of Hong Kong for the best network performance for both voice and multimedia services. SmarTone also excels in customer service, and awards won in 2004 include the Best Team Performance Award and Supervisory Level Award from the Hong Kong Retail Management Association (Service & Courtesy Award); the Distinguished Salesperson Award from the Hong Kong Management Association; Best-in-Class Recognition: Customer Satisfaction Management in the Asia Pacific Customer Service Consortium's Regional CRM & Call Center Benchmarking Programme; and the Top Service Category Award and Best Staff Award in Next Magazine's Top Service Awards.

Publicly listed in Hong Kong since 1996, SmarTone's major shareholder is Sun Hung Kai Properties Limited, which holds about 52%.

For more information, please visit SmarTone's website at [www.smartone.com.hk](http://www.smartone.com.hk).

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