

SmarTone and Nokia launch *Pocket Kingdom* for SmarTone iN's java gaming community

First massively multiplayer online role-playing java game on mobile through the Nokia SNAP Mobile platform

(Hong Kong, 7th March 2005) SmarTone, Hong Kong's leading mobile operator in multimedia services, and Nokia announced today the launch of the first massively multiplayer online role-playing java game on mobile, *Pocket Kingdom*. *Pocket Kingdom*, supported by the Nokia SNAP Mobile platform, enables customers to use their guile to conquer the world. Three new casual, broad-appeal games including Reversi, Lose Your Marbles & Blackjack will also be made available at launch exclusively to SmarTone customers. Five others including *Poker*, *Maze*, *Blocks*, *Penalty Kicks* and *Backgammon* will be introduced shortly.

All of the online java games created for the SNAP Mobile platform will be supported by three handset models, the Nokia 7610, the Nokia 6630 3G phone and Sharp GX32. More Nokia and non-Nokia models will be added to the list during the next six months.

"We are pleased to join with Nokia to introduce the online java gaming community through the launch of Sega Mobile's award-winning *Pocket Kingdom* – a game pitching a player's stratagem against others," said Douglas Li, Chief Executive Officer of SmarTone. "The new game, based on the SNAP Mobile solution, expands our games portfolio and provides customers with the best gaming experience by enabling real-time interaction and dynamic multiplaying within the SNAP community. We are pleased that the Nokia SNAP Mobile solution supports other manufacturers' handsets. This offers a freedom of choice for customers and brings fun and enjoyment to a large gaming community."

"SmarTone is the perfect partner for us as they have the commitment, expertise and track record in making things happen," said Lisa Waits, Head of SNAP Mobile at Nokia. "We are very happy to see SmarTone iN's java gaming community take shape and grow. SNAP Mobile provides the essential



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technological infrastructure and specialised support services upon which network operators and other service providers can build and expand their gaming communities, as well as providing game developers with the fundamental network tools to create mobile multiplayer games.”

Sega Mobile, one of the earliest game developers to design games for the SNAP Mobile platform, specialises in rich mobile content. Hiroshi Okamoto, Mobile Chief Producer of Sega Mobile, commented, “SNAP Mobile enabled us to focus on great game development, not the technology. *Pocket Kingdom*, which consists of over 40 fantasy units and over 130 possible item combinations, allows hundreds of game fans to interact with each other at the same time. They do not have to chain themselves to a desktop computer to get in on the action and fight with a real enemy.”

Pocket Kingdom and the other new online java games will be made available exclusively to SmarTone customers. Customers subscribing to this online java community service can enjoy unlimited casual game play for HK\$20 per month, with a one-time fee of HK\$32 during the promotion to download Sega Mobile’s *Pocket Kingdom*.

SmarTone is recognised as the leader in mobile games, offering the best gaming experience with its unique combination of customised handsets and exclusive gaming platforms. SmarTone iN offers the widest choice of exciting and entertaining mobile java games from leading international and local brands. It is the first in the industry to introduce CJSP java games, best known for their stunning graphics, great handling, exciting sound effects and action-synchronised vibrations. SmarTone iN also leads the way in offering real-time multiplayer online games and building the online gaming community to provide better value for customers.

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About SmarTone

SmarTone is Hong Kong's leading mobile operator in multimedia services. It aims to bring its 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 its business – products and services, network performance and customer service. Publicly listed in Hong Kong since 1996, SmarTone is a GSM operator and one of the four 3G licensees in Hong Kong.

For more information, please visit www.smartone.com.hk.

For enquiries, please contact:

Ms. Alice Li
General Manager – Corporate Communications
Tel: +852 3128 2255 / 9093 0218

Ms. Monica Chan
Manager – Corporate Communications
Tel: +852 3128 2241 / 6112 6946