



SmarTone-Vodafone Youth Development Programme

“Manchester United Soccer Schools Programme” Selection Day

(Hong Kong, 25 September 2005) SmarTone-Vodafone supports the discovery, nurturing and all-round development of youngsters in Hong Kong. The SmarTone-Vodafone Youth Development Programme will be fully sponsoring 60 outstanding youngsters to join the Manchester United Soccer Schools Programme for 2005/06 in Hong Kong. The programme was well-received among young people and hundreds of applications were received, showing their passion for soccer. Finally, more than one hundred applicants were shortlisted to take part in today's soccer skills tests and meeting with the panel of judges, among them sixty youngsters will be selected for the 20 sessions Manchester United Soccer Schools Programme.

“SmarTone-Vodafone strongly believes that for it is a lifelong opportunity for those willing to work hard and strive to be the best,” said Mr. Douglas Li, CEO of SmarTone-Vodafone. “We would like to congratulate the sixty youngsters who won their places in ‘SmarTone-Vodafone Youth Development Programme’. They will be receiving professional soccer training programme which makes their soccer dreams come true.”

Today's selection process mainly consists of soccer skills tests and interviews. The session of soccer skills tests are demonstrated and supervised by ex-Manchester United star Mr. Mick Duxbury and ex-coach Mick Wild. Soccer skills tests involve the three areas of short pass, shooting and dribbling.

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Four guests with extensive experience in soccer were invited to attend the panel of judges for the interview session, namely Mr. Chan Tam Sun, an international referee, Mr. Calvin Poon, a soccer commentator, Mr. Cheung Po Chun, an ex-coach of “Manchester United Soccer Schools” Hong Kong programme and Mr. Vincent Lai, a coach of Hong Kong Football Association.

Based on the principles used by world-famous Manchester United’s Academy, the programmes offered by Manchester United Soccer Schools are fun and challenging, with highly qualified and experienced coaching team, including ex-Manchester United star – Mick Duxbury and ex-coach Mick Wild. Over the 20-week course, all players will have 5 skills tests, and the one with the highest scores in Hong Kong will have a chance to compete in the 2006 Grand skills final in Manchester, United Kingdom prior to a Premiership game!

The 2005 programme will come with more excitement and variety. Utilizing MUSS coaching equipment, players’ skills and techniques in various aspects such as dribbling and shooting, will be enhanced. Under constant encouragements throughout the programme, players and their passion for football will surely grow!

SmarTone-Vodafone launched “Football Express” for Hong Kong football fans

SmarTone-Vodafone launched “Football Express” and the Football Express reward programme in August, bringing Hong Kong’s football fans the latest football news, much



greater involvement in their favourite teams and many exciting rewards and benefits throughout the 2005/06 season, including free trips to watch the best in English football.

Football Express has its own reporter in the UK reporting the latest news and gossips of English football in Cantonese, a pioneer in the industry and is exclusively provided by SmarTone-Vodafone to Hong Kong football fans. Football Express even provides videos of match highlights and exclusive interviews with the players and the managers. In addition to standard video streaming and downloads, football fans can now enjoy specially-produced high-resolution QVGA (320 x 340) video downloads, fully leveraging 3G in raising video quality to a new high and providing even greater choice for customers. To add to the football action, there are also football quizzes for even more fun and excitement.

For 3G customers using the services at Football Express, the Football Express Reward Programme has been designed to give them unique and exciting benefits. Their spending at Football Express will earn them Football Express Rewards Points. The more points a customer accumulates, the greater the rewards and benefits. These rewards include exclusive souvenirs and merchandise, regular football viewing parties, special UK fan tour packages and special prizes and offers.

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