



**News Editors  
For Immediate Release**

### **SmarTone-Vodafone and CNBC launch news-on-demand on mobile in Hong Kong**

**(Hong Kong, 31 October 2005)** CNBC, the world's leading business television network, and SmarTone-Vodafone, Hong Kong's leading provider of mobile services, announced today the signing of an agreement to provide customized business news and information content on demand on 3G. Starting 1 November 2005, the content will be distributed exclusively in Hong Kong through SmarTone-Vodafone.

The selection of specially tailor-made minute-long content available to SmarTone-Vodafone's 3G customers include:

- **Asia Market Update** - A compilation of top business news and updates aimed at helping viewers stay on top of their investment portfolios. Delivered Mondays to Fridays at 9:00am and 12:00pm (SIN/HK time).
- **Asia Market Wrap** - A daily wrap-up of the big market movers and top financial news of the day. Content refreshed every business day. Delivered Mondays to Fridays at 7:00pm (SIN/HK time).
- **The Expert** - Provides daily expert advice from key money managers, market experts and corporate chiefs. Delivered Mondays to Fridays at 2:00pm (SIN/HK time).
- **Managing Asia** - Looks inside the minds of the region's top corporate leaders who set the business agenda for Asia. Weekly segment available every Friday from 2:00pm (SIN/HK time).
- **Generation-e** - Asia's premier source of technology news, highlighting the latest gizmos and gadgets. Weekly segment available every Friday from 2:00pm (SIN/HK time).
- **CEO Moment** - An up-close and insightful snapshot of top CEOs' viewpoints in today's business environment. Weekly segment available every Friday from 2:00pm (SIN/HK time).
- **Suze Orman** - Best-selling author Suze Orman, with her unprecedented popularity as a personal finance expert, provide viewers with practical advice. Weekly segment available every Friday from 2:00pm (SIN/HK time).

**Alexander P Brown, President & CEO, CNBC Asia Pacific**, said: "CNBC's audience of CEOs, senior managers and business decision makers across Asia are already early adopters of technologies such as 3G. As a significant proportion of our viewing is in the away-from-home environment, presenting our content in partnership with three world-class operators helps us enhance our brand positioning amongst this very important demographic. In Hong Kong, SmarTone-Vodafone is our preferred partner given its good track record in providing multimedia services. The other two partners in the region are SingTel in Singapore and Celcom in Malaysia. We recognize the potential and importance mobile as a delivery platform and this three-market launch is a first-step of our mobile strategy."



**Douglas Li, CEO, SmarTone-Vodafone**, said, "CNBC is an undisputed world leader in business news and information. We are pleased to be the exclusive provider in Hong Kong offering CNBC's customized business news and information content on our news channel for customers. With the widest selection of news from the most authoritative sources, timely updates and our territory-wide 3G coverage, SmarTone-Vodafone's customers can access international and financial video news as it unfolds. We believe customers will benefit from the compelling mobile experience we offer and be able to stay closer to what matters to them."

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#### **About CNBC Asia Pacific**

CNBC is the undisputed world leader in business news and information, providing viewers the world over with insight, analysis and real-time access to market data and indispensable business information. CNBC Asia Pacific is uniquely positioned to speak to viewers from across the region. Headquartered in Singapore, the network provides 10 hours of live Asia-produced programming, which is complemented with coverage of live market action from Europe and the US. CNBC Asia Pacific's channels, which include CNBC Asia, CNBC-TV18 (India), Nikkei-CNBC (Japan) are available in more than 36 million homes across the Asia Pacific region. CNBC Asia Pacific also has a strategic alliance with China Business Network, a subsidiary of the Shanghai Media Group. The channels are distributed via satellite, cable and terrestrial broadcast networks as well as on the mobile platform in selected markets.

#### **About SmarTone-Vodafone**

SmarTone-Vodafone is Hong Kong's leading mobile services brand. Its goal is to better enrich customers' lives by bringing them closer to what matters to them - a world of greater possibilities and achievements. SmarTone-Vodafone is a GSM operator and a 3G services provider in Hong Kong. The commercial launch of 3G-enabled services at the end of 2004 for both consumers and business users is a key milestone in its quest for long-term growth through multimedia services. SmarTone-Vodafone is the marketing brand for SmarTone Mobile Communications Limited following the signing of a Partner Network Agreement with Vodafone. Established in 1992, the company has been listed in Hong Kong since 1996. Its major shareholder is Sun Hung Kai Properties Limited.

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