



SmarTone-Vodafone launches enhanced mobile news service

(Hong Kong, 6 December 2005) SmarTone-Vodafone today announced a substantial upgrade to its popular mobile news service.

News has been a popular 2G service and its penetration, as well as usage, has increased even more with 3G. Over 70% of SmarTone-Vodafone's 3G customers use the news service and this is strong evidence of customer demand for getting the latest news whenever they want it, and even on the move.

"Our news service takes a story-driven approach and puts the latest and hottest stories live, as soon as they are available," said Mr. Douglas Li, CEO of SmarTone-Vodafone. "It offers customers easy and instant access to the latest and most complete news coverage. With a line-up of 12 major news agencies from around the world, customers can get stories updated round the clock from sources they can trust."

SmarTone-Vodafone's news service is supported by its own newsroom managed by a news team made up of professionals with extensive experience in major electronic and printed news media. The newsroom operates 24 hours a day and 7 days a week, and news stories updating is not constrained by fixed update schedules. For any given news item, the best story selected from amongst the multiple sources is put live as the lead story. A single click will then gain access to the other sources' coverage on the same news item. This helps the customer to easily obtain the fullest reporting on any news.

SmarTone-Vodafone offers the strongest line-up of English financial Mobile TV News in Hong Kong. Customers can watch international TV news channels live, including CNN, Bloomberg and CNBC, while they are on the move. With SmarTone-Vodafone's unique Electronic Programme Guide, customers can order TV News Alert for any programme that will be sent to them just before the selected TV programme starts. With a single click, the customer can then watch the selected live programme.

SmarTone Mobile Communications Limited 數碼通電訊有限公司

31/F, JOS Tower, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong

香港九龍觀塘彌敦道378號創紀之城二期怡和科技中心31樓

Tel 電話: 852 3128 2828 Fax 傳真: 852 3128 2266 www.smartone-vodafone.com.hk



Customers can enjoy the fullest English mobile news coverage in the market with SmarTone-Vodafone. To better address the needs of both Cantonese and English speaking audiences and enable them to get the best coverage of news from different language sources, SmarTone-Vodafone offers separate Chinese and English versions for their video news. The Chinese version provides customers with Chinese translation and Cantonese voiceovers for videos originated from English language sources. In the case of the English version, an English text summary is provided for Chinese language videos.

SmarTone-Vodafone's news service offers simple, predictable and transparent price plans for customers. With a subscription of just \$18 per month or \$2 per day, they can have unlimited access to the full news service, mobile TV news and TV News Alerts via the Electronic Programme Guide. 2G customers subscribing to the service can enjoy the full news service except for video news and mobile TV. Starting today, all existing and new customers can enjoy one-month free trial of the news service. For customers who are not subscribers to the news service, the standard service includes free access to the latest news update while Mobile TV News will be charged on a time consumption basis at \$1 per minute.

"With these enhancements, customers can now get the latest and fullest news as it unfolds at SmarTone-Vodafone and enjoy the best news service on mobile in Hong Kong," added Mr. Li.

SmarTone Mobile Communications Limited 數碼通電訊有限公司

31/F, JOS Tower, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong

香港九龍觀塘觀塘道378號創紀之城二期怡和科技中心31樓

Tel 電話: 852 3128 2828 Fax 傳真: 852 3128 2266 www.smartone-vodafone.com.hk

Note to the Editor

Major news providers for SmarTone-Vodafone

1. TVB
2. CNN
3. Reuters
4. Apple Daily
5. SCMP
6. Bloomberg
7. CNBC
8. RTHK
9. APTN
10. SNTV
11. IMG
12. Xinhua News Agency