



**SmarTone-Vodafone 'Bet to Win' now offers One-Stop Registration**  
*Exclusive offer of Silent Witness mobile content for download*

**(Hong Kong, 8<sup>th</sup> December 2005)** SmarTone-Vodafone today announced that one-stop registration for its 'Bet to Win' service is available at 10 of its major retail stores across Hong Kong. SmarTone-Vodafone also proudly introduces the Silent Witness Mini WAP site with exclusive content for its customers. All new customers who subscribe to 'Bet to Win' will get one free entry ticket to the 'Cathay Pacific Hong Kong International Race Day' on 11<sup>th</sup> December 2005 at Shatin Racecourse.

"Using the mobile phone for betting will become mainstream in betting services. In September 2005, SmarTone-Vodafone took the lead in the industry when we launched the 'Bet to Win' service on mobile Internet, offering customers a safe and easy-to-use mobile betting experience," said Douglas Li, CEO of SmarTone-Vodafone. "The new one-stop registration service enables customers to open an HKJC betting account and sign up for the 'Bet to Win' service in our designated retail stores. Compared to the past practice that required customers to apply for a 'Bet to Win' SIM card and then to go Hong Kong Jockey Club to open a betting account, the enhancement undoubtedly provides a much simpler and more efficient betting experience for customers."

The One Stop Registration service is hassle-free, with just two steps at any of the SmarTone-Vodafone's designated stores to complete the whole process: -

1. Apply for a 'Bet to Win' SIM card
2. Open a Hong Kong Jockey Club betting account and activate the SmarTone-Vodafone Mobile Betting Service

Customers can then bet anytime, anywhere with ease and with no fear of missing betting deadlines.

SmarTone-Vodafone will continually be upgrading the content on 'Bet to Win'. The exclusive offer of the Silent Witness Mini WAP site, for instance, allows customers to download a Ring Song, Full Track Connecting Tone, Wallpaper and a Race Archive



dedicated to Silent Witness. Silent Witness is officially rated the World's Top Ranked Sprinter on Turf, as revealed in the World's Top 50 Leading Horses of 2004, and it recently triumphed at Nakayama Racecourse in Japan in October 2005.

From now until 11<sup>th</sup> December, any SmarTone-Vodafone customers who subscribe to 'Bet to Win' can get one free entry ticket to the 'Cathy Pacific Hong Kong International Race Day' on 11<sup>th</sup> December at Shatin Racecourse, as well as an official souvenir. For details, please visit [www.smartone-vodafone.com](http://www.smartone-vodafone.com).

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## **Notes to Editors**

### **About 'Bet to Win'**

SmarTone-Vodafone has recently launched the 'Bet to Win' mobile online betting service, that seamlessly integrates Hong Kong's first application of digital certificate based technology on mobile with a mobile phone's browser to deliver a safe and easy-to-use mobile betting experience. With an Internet-style graphical user interface, the service also gives customers a seamless flow from browsing for betting information to placing of bets and all the way to confirmation of bets placed. This new Mobile Betting Service is uniquely future-proof, capable of supporting any new bet types for both horse racing and football in future, without requiring customers to constantly upgrade their SIM cards.

SmarTone-Vodafone's 'Bet to Win' offers customers useful, up-to-the-minute information and specially-designed services to help them bet better and bet smarter. For horse racing, these include odds change alerts and tips using different styles of analysis, including a special version of the HKJC Easy Form on mobile. For football, 'Bet to Win' offers EPL team line-ups, half-time betting strategy, All-up Calculator and recommendations from two leading football commentators.

### **List of 10 SmarTone-Vodafone shops with One Stop Registration service:**

1. Luk Hoi Tong Building, Central
2. Unicorn Trade Centre, Central
3. Johnston Road, Wanchai
4. Yee Wo St, Causeway Bay
5. King's Road, North Point
6. Argyle St, Mongkok
7. The Bodynits Building, Tsim Sha Tsui
8. Tai Ho Rd, Tsuen Wan
9. New Town Plaza, Sha Tin
10. Tuen Mun Town Plaza, Tuen Mun

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