



18 Plus Channel of SmarTone and PENTHOUSE Magazine (HK Edition) jointly presented the spectacular Ms. T-Back Beauty Pageant

(22 July 2003, Hong Kong) – 18 Plus Channel of SmarTone  and PENTHOUSE Magazine (HK Edition), the famous monthly adult entertainment magazine of South China Media jointly presented the Ms. T-Back Beauty Pageant, which was successfully held last Friday. This tantalising and well-attended beauty pageant was the first joint event that had been organised by the two parties following the announcement of their collaboration last month.

Mr. Douglas Li, Chief Executive Officer of SmarTone said, “We are pleased to co-operate with PENTHOUSE Magazine (HK Edition), the famous monthly adult entertainment magazine of South China Media, to enrich the mobile multimedia adult content of SmarTone ’s 18 Plus Channel. This further meets the needs of male customers to enjoy a variety of information via mobile phones, thus helping them get closer to the information and entertainment that is important to them. We will continue to collaborate with PENTHOUSE Magazine (HK Edition) in introducing new content to SmarTone ’s 18 Plus Channel.”

Mr. Ivan Lau, Director of South China Media said, “We are very happy to co-operate with SmarTone ’s 18 Plus Channel in offering customers of the channel preview of the selected hot content of our magazine. Having the highest circulation among magazines of the same category, PENTHOUSE Magazine (HK Edition) is the leading magazine providing interesting and the latest adult entertainment for men. Providing entertaining news and tips for men, international gossips and sex information in town together with pictures of classic and natural beauty, PENTHOUSE Magazine (HK Edition) is the favourite magazine of all sophisticated men with high social status and consumption power.”


6 out of the 18 T-Back candidates, who received the highest number of votes in the first round (i.e. SMS & WAP voting by customers of SmarTone ’s 18 Plus Channel and all GSM mobile phone users in town) were eligible to enter into the final round of the pageant.




The highlight of the event was the on-site SMS voting for the preferred Ms. T-Back. The SMS voting and the marks given by the adjudicators contributed equally to the total scores. The audience simply sent a SMS via GSM mobile phones to a designated


number 9733554401 to vote for their preferred candidates and one of the voters was luckily drawn to win a Sharp GX12 mobile phone.

The interviewing session was conducted in an innovative manner, which capitalised on SmarTone's WAP service. The finalists enjoyed a convenient way to select the interview questions, which were displayed on the mobile phone projected onto a screen. During the competition, the audience was invited to play interactive games with the finalists to win fabulous prizes.

The pageant consisted of rounds of exciting and sensuous competition like catwalk and talent shows by the 6 finalists. In addition to the overall Ms. T-Back award, other awards granted pertained to the following areas: "the roundest bottom", "the most beautiful body", "the sexiest outfit", "the best mix & match of T-Back" and "audience's most favourite T-Back lady".


To enjoy the content of SmarTone 's 18 Plus Channel, customers need only go to that channel via mobile phone and enter the pre-set password to self-register the service.

18 Plus Channel of SmarTone , the mobile multimedia portal of SmarTone, involves adult content and is only for people aged 18 years old or above. To prevent access by persons aged under 18, customers may choose to bar such access on any mobile phone number registered under their account. To avoid unauthorised access, customers have to enter 2-level password every time before they go into channel. They are only allowed to enter the channel upon system confirmation of their password. In addition, we will issue a confirmation letter to the correspondence address of customers who have successfully registered for 18 Plus Channel of SmarTone , notifying them about the activation of SmarTone . In the event that persons aged under 18 self-register for the service, the registered customer of the mobile phone number concerned will be notified of the service activation from our confirmation letter.

For more details on the content of SmarTone 's 18 Plus Channel, please contact SmarTone's 24-hour hotline at 2880-2688, visit any SmarTone shop or browse SmarTone's website at www.smartone.com.hk.

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About SmarTone

SmarTone  is a new mobile multimedia portal which allows customers to access a wide range of information and entertainment instantly. It offers a completely new browsing experience with vivid colours, animation and more. Now customers can get closer to what is important to them.

Customers can browse the colour world of SmarTone  by using any WAP phone. If their phone supports xHTML such as Sharp GX12, they can even experience SmarTone  at its best. Even if customers are using a non-WAP phone, simply dial *188 on their mobile phone to enjoy SmarTone . (Cantonese only)

About South China Media

South China Media has been a leader in the Hong Kong publishing industry since 1977. It offers readers high-quality titles, a broad outlook and dynamic trend forecasts. Today, it is the largest publishing enterprise in the HKSAR, responsible for a wide range of publications with content tailored to individuals and families in every household.

About the International Magazine for Men – PENTHOUSE (HK Edition)

With passionate dedication, PENTHOUSE presents pictures of classic and natural beauty, as well as highlighting new trends even before they happen. Soon to celebrate its 18th anniversary, PENTHOUSE continues to offer pages of delightful surprises to the men about town every month.

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