





SmarTone's GX22 – the hottest and best AV mobile phone New shipment hits the streets


SmarTone ™ launches Hong Kong's first interactive 3D Java mobile application


(13 November 2003, Hong Kong) – SmarTone, Hong Kong's leading mobile network operator in data services, receives overwhelming response from customers for its exclusive GX22, the hottest and best AV mobile phone in town. In addition, SmarTone ™ today launches , Hong Kong's first interactive 3D Java mobile application, exclusive to GX22.

GX22 received over-whelming response from customers since its launch two months ago. The first shipment was sold out quickly. The new batch of GX22 is now available at SmarTone's shops to satiate the ever-increasing demand from customers.

"SmarTone has been bringing the best to customers. The best-in-class visual experience for SmarTone's advanced data services (eg. **picturemail**™, **moviemail**™, SmarTone ™) is further exemplified by the highest resolution and best colour rendition of images of GX22 and its other unique features," said Mr. Douglas Li, Chief Executive Officer of SmarTone.



SmarTone introduces , Hong Kong's first interactive 3D Java mobile application, exclusive to GX22, providing customers with useful handset functions and bringing them lots of fun and enjoyment with 3D animation.

"Pluff Pluff" and "Walking Tomato" are the two initial lovely animated characters made available at . The number of characters will be expanded shortly.

" is a validation of SmarTone's customer orientation by bringing customers fun, entertainment and a lot more through easy-to-use services with best-in-class visual experience," added Mr. Li.

When GX22 is in idle mode, **My Pal**™ will run automatically. **My Pal**™ offers four useful handset functions, namely Sound Gallery, Picture Gallery, Clock & Alarm and Stopwatch.

- *Sound Gallery* – similar to a music jukebox which enables customers to play the music saved in the mobile phone anytime, anywhere. Besides, customers can set their own **My Pal**™ background music.
- *Picture Gallery* – a mobile photo album enabling customers to review and share their happy moments with friends anytime, anywhere. In addition, customers can set the background music while viewing the photos.
- *Clock & Alarm* – shows time with alarm function to help customers manage their time.
- *Stopwatch* – provides two types of timers, stopwatch and countdown timer, to assist customers in time management.

My Pal™ with the cute “Pluff Pluff” character is free of charge for customers of GX22 to download via SmarTone  >>  **Downloads**. Alternatively, customers can choose another lovely character “Walking Tomato” at a download fee of HK\$18.

For details, please call the 24-hour hotline (2880 2688), visit any SmarTone shop or browse SmarTone website at www.smartone.com.hk.

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About SmarTone

SmarTone is Hong Kong’s leading mobile network operator in data services. We are a customer-oriented company and aim to bring our customers closer to the people, the information and the entertainment that is important to them and, through this, to generate greater shareholders’ value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of our businesses – products and services, network performance and customer service – as well as the company’s brand position.

SmarTone was selected as one of Asia’s Top 20 Brands in the annual “Top Asian Brands” survey conducted by *Media* magazine in June 2003. SmarTone was the only mobile operator to be included in the Top 20 alongside other major international brands.

With our strong technological heritage and deep commitment to quality service, SmarTone introduces compelling mobile data services which are marketed under three categories: SmarTone **in**[™], a ground-breaking mobile multimedia service providing information and entertainment for all customers; SmarTone **BIZ**[™], a suite of simple and easy-to-use mobile business services for business executives and professionals to stay ahead of the game; and messaging services, such as **picturemail**[™]. SmarTone's branded offerings, including SmarTone **in**[™], SmarTone **BIZ**[™], email **on the go**[™], **picturemail**[™], **moviemail**[™], **sms via email**[™] and **PhoneHome**[™], deliver substantial benefits to customers.

Operating the best network in town, SmarTone provides customers with voice and data services of the highest quality.

SmarTone has become the leader in customer service, not only amongst telecom operators, but also across all service industries in Hong Kong. This is exemplified by the growing number of local and regional retail and service awards received by the company.

Hong Kong Retail Management Association's Service & Courtesy Award

Best Team Performance Award	2001, 2002 & 2003
Supervisory Level Award	2001 & 2003
Junior Frontline Level Award	2002 & 2003

Hong Kong Retail Management Association's Mystery Shoppers Programme

Service Category Leader	2002 Q1 & 2003 Q1
Service Retailer of the Year	2002 & 2003

Hong Kong Management Association's Distinguished Salesperson Award

Four SmarTone-nominated staff members won	2003
Five SmarTone-nominated staff members won	2002

Asia Pacific Customer Service Consortium's Customer Relationship Excellence Awards

Customer Relationship Excellence - Outstanding Achievement	2002
Call Centre of the Year (Telecommunications)	2002
Customer Service Professional of the Year	2002

Hong Kong Call Centre Association's Call Centre Award

Call Centre Team Leader - Silver & Bronze	2002
Call Centre Professional - Bronze	2002

Next Magazine's Top Service Award

Top Service Gold Award	2003
Top Service Category Award	2003
Champion of The Best Staff Award	2003



News Release

Established in 1992, SmarTone was the first operator to launch GSM mobile services in Asia in 1993 and the first in Hong Kong to introduce automatic international roaming. We were the first in the world to implement Enhanced Full Rate Technology in our network in 1997, greatly improving voice quality for our customers. We were the first in Hong Kong to pilot launch GPRS in 1999.

SmarTone has been publicly listed in Hong Kong since 1996. The company's major shareholder is Sun Hung Kai Properties Limited (holding about 51%).

For more information, please visit SmarTone's website at www.smartone.com.hk

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