


The World's 1st Viewing of the SmarTone-sponsored Infernal Affairs III Directors' Cut Trailer


(19 November 2003, Hong Kong) – SmarTone, Hong Kong's leading mobile network operator in data services, sponsors the production of Infernal Affairs III directors' cut trailer which is aired for the first time in the world today. SmarTone is the Feature Sponsor of Infernal Affairs III. SmarTone's exclusive mobile phone GX22, the hottest and best AV mobile phone in town, is selected as the movie's official mobile phone. Directors Andrew Lau and Alan Mak with scriptwriter Felix Chong officiated at today's premiere of the Infernal Affairs III directors' cut trailer.

Produced by the award-winning writer-director Alan Mak and partner Felix Chong, the SmarTone-sponsored TV commercial containing the Infernal Affairs III directors' cut trailer showcases GX22, the hottest and best AV mobile phone in town, and how GX22 incorporates into the mind-blowing plots of the movie. Starting from 20 Nov 2003, audience can enjoy the Infernal Affairs III directors' cut trailer when they watch the SmarTone-sponsored TV commercial.

As the official mobile phone of Infernal Affairs III, GX22 plays a vital role in the movie in working out the mind-blowing plots. The principal cast of the movie – Lau Kim Ming (starred by Andy Lau) used GX22 as his reliable mobile phone, which carries the following handset features coupled with SmarTone's compelling and easy-to-use mobile data services:

- **moviemail™**
 - With GX22's audio and video capture/send function and SmarTone's **moviemail™**, customers can produce video clips (with sound recording), play it and send it to friends instantly.
 - In the movie, Lau Kin Ming (Andy Lau) sent Dr. Lee (Kelly Chen) a **moviemail™**, which portrayed his face with a recording "Everything will be fine after today". This scene is expected to be one of the most memorable ones of the movie.

- LiveCams service
 - LiveCams service by SmarTone  enables customers to connect instantly to their own Internet cameras and keep an eye on what is important to them.
 - In the movie, Lau Kin Ming (Andy Lau) kept an eye on Yeung Kam Wing (Leon Lai) through GX22 and SmarTone's LiveCams service.
- GX22's One-touch Close-up Lens
 - GX22's One-touch Close-up Lens enable customers to capture images of the smallest details easily.
 - In the movie, Lau Kin Ming (Andy Lau) made use of the One-touch Close-up Lens of GX22, his reliable mobile phone, to capture the small texts of the confidential documents.

In addition, customers can login to SmarTone's mobile multimedia portal SmarTone  to download and enjoy the **Infernal Affairs III movie trailer**, and other **exclusive Infernal Affairs III downloads**, including wallpaper, logo, MMS, **my** connecting tone and ringtone. Details will be announced shortly.

The schedule of the TV commercial containing the Infernal Affairs III directors' cut trailer is as follows:

20 & 21 Nov

TVB Jade channel – 9:45 pm and 11:45 pm

ATV Home channel – 11:30 pm

Cable News channels 1 & 2 / Cable Entertainment News channel /

Cable Movie channels 1 & 3 – 8:00 pm to 12:00 am

24-26 Nov

TVB Jade channel – 9:35 pm to 10:35 pm

ATV Home channel – 11:30 pm

21 Nov – 4 Dec

MTR – plasma TVs of primary stations

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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 **x131PhoneHome**[™], 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

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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