



News Release

Find new dates and friends with SmarTone's RSVP *Access a large base of local chat pals*

(21 March 2004, Hong Kong) – SmarTone today announced the launch of RSVP, enabling customers to meet new friends the way they want – SMS chat, voice messaging, photo sharing, live call, and even knowing if their chat pals are nearby.

“SmarTone offers compelling products and services, bringing substantive benefits and value to customers,” said Mr. Douglas Li, Chief Executive Officer of SmarTone. “The launch of RSVP, which enables customers to explore new relationship possibilities, further exemplifies our ‘Get Closer’ customer proposition.”

RSVP is superior to other chatting services with its many unique features. With RSVP, customers can chat via SMS first to establish rapport. When a relationship blossoms, RSVP will suggest the relevant customers to exchange voice messages and even to talk directly with each other. RSVP also allows customers to invite their chat pals to view the photos in their own photo gallery. Moreover, there is another exciting function of RSVP - Pal Radar - which helps customers check if their chat pals are nearby. If their pals respond, they can start chatting right away and keep guessing if he/she is the one next to them!

Detailed profiling of chat pals is provided for customers to find the best matching chat pal. Customers can create their own Pal List to establish, or Black List to cease, communication with a particular user in addition to changing their nicknames and profiles to assume a different identity whenever they want. Moreover, the mobile numbers of customers are hidden at all times so that all the contacts made through RSVP are at their total control.

Customers do not have to memorize any unnecessary user menu with RSVP's handy keys – ‘R’, ‘S’, ‘V’ and ‘P’ (R – registration; S – text chatting; V – voice contact; P – profiling & special features). Sending an SMS with text ‘R’ to ‘7787’ is all customers need to do to start enjoying the service, as a system-driven

menu will guide them through the rest of the registration process. The monthly fee of RSVP is HK\$18 only. The charges for the usage and special features of RSVP are as follows:

Outgoing SMS	HK\$0.5 each (Incoming SMS is free-of-charge)
Voice messaging and live chatting	HK\$0.3 per 6 seconds (Basic local airtime will be deducted from customer's tariff plan)
Store photos in "My photo gallery"	HK\$10 per month
Upload photos to "My photo gallery"	HK\$1.5 each for file size of 1-10 KB
	HK\$3 each for file size of 11-30 KB
	HK\$8 each for file size of 31-100 KB
Invite pals to view photos	HK\$1 per request
Browse photos	HK\$0.1 / KB or deduct from the GPRS plan subscribed
Pal Radar	HK\$2 per request

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

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About SmarTone

SmarTone is Hong Kong's leading mobile network operator in multimedia 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.



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With our strong technological heritage and deep commitment to quality service, SmarTone introduces compelling mobile multimedia services which are marketed under three categories: SmarTone , 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 , SmarTone **BIZ**[™], email **on the go**[™], **picturemail**[™], **moviemail**[™], sms **via email**[™] and , deliver substantial benefits to customers.

SmarTone offers the best network performance in Hong Kong for both voice and multimedia services, validated by a network quality survey conducted by The Chinese University of Hong Kong.

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
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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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