



## Launch of SmarTone-Vodafone – a new brand

**(Hong Kong, 27 April 2005)** The new SmarTone-Vodafone brand has been created with Vodafone – the world’s largest mobile community – with the goal of better enriching customers’ lives. This reflects the strong commitment of SmarTone-Vodafone to deliver enhanced services and products and an improved level of service for their customers – both at home and abroad.

The SmarTone-Vodafone customer proposition is, *‘bringing you closer to what matters to you’* – a world of greater possibilities and achievements: an intimate world of stronger relationships; an informed world of always being in the know; a richer world of fun and excitement and a dynamic world of infinite opportunities.

“SmarTone’s ‘get closer’ proposition is now transformed into an even greater focus on the customer and customer benefits,” said Douglas Li, CEO of SmarTone-Vodafone. “With the enriched benefits we provide, SmarTone-Vodafone will enable customers to feel more, know more, enjoy more and achieve more.

“To encapsulate our customer proposition and to inspire in our customers a vision of their world of greater possibilities and achievements, our new brand communications are adopting a new tagline – ‘see you there’. This simple phrase also serves as a focus for everything we do in delivering services and products that enrich our customers’ lives,” added Mr. Li.

The mass communications programme will include TV, print and outdoor advertising. A new TV commercial will be aired from 27 April and all retail shops will be re-branded to SmarTone-Vodafone starting 28 April.

In conjunction with the launch, SmarTone-Vodafone will bring unique, exciting opportunities to customers and the Hong Kong public to get close to Manchester United and Ferrari F1.

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As one of the main sponsors of the Manchester United match in Hong Kong on 23 July, SmarTone-Vodafone will be launching a priority booking programme for customers and the general public, giving them the chance to see the team up close and personal. The largest proportion of sponsors' tickets will be allocated for SmarTone-Vodafone's PriorityPlus customers, who can purchase two tickets each after winning a lucky draw. Fifty of those winners will each be entitled to two free tickets for Manchester United's pre-match training session. All winners will also receive an exclusive, limited edition Manchester United DVD Card. Customers who purchase SmarTone *iN!* 3G handsets with subscription, as well as general public who win an SMS game, will be entitled to purchase two tickets each. More details will be announced soon.

Between 3 May and 22 May, the *SmarTone-Vodafone Pit Stop Challenge* will be held in different locations across Hong Kong. The public will have the opportunity to get close to an exact replica Ferrari F1 racing car that is manufactured with the same materials and design specifications as those on F1 racing tracks, except without an engine. A Ferrari F1 racing simulator challenge will be organized for the general public. Top three winners will receive racing helmets or steering wheels personally signed by Michael Schumacher, and the top 8 finalists will team up with invited celebrities to compete in a tyre change competition. Major corporations will also be invited to participate in a team tyre change competition – a unique test of winning spirit in a new and exciting way.

The launch of the new SmarTone-Vodafone brand will be followed by the imminent launch of new services and products, with further services and products to be developed. These together will bring customers closer to a world of greater possibilities and achievements.

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