



Take Pole Position at the SmarTone-Vodafone Pit Stop Challenge

(Hong Kong, 10 May 2005) Don't miss your chance to race against the best drivers in town at the SmarTone-Vodafone Pit Stop Challenge! With a Ferrari F1 replica car as a centrepiece, SmarTone-Vodafone's Ferrari F1 exhibition offers a once-in-a-lifetime opportunity for customers and the public to experience the thrill of F1 and win authentic Ferrari F1 collectors items as prizes.

There are about 40,000 visitors at the Pit Stop Challenge at IFC mall for the six days from 3-8 May. Among the 1,365 challengers taking to the driver's seat in the Simulation Race, one has achieved the fastest lap time of 1:17 (as of 8 May). F1 driving takes skill and dedication, so keep trying! Take the SmarTone-Vodafone Pit Stop Challenge at any or all three pit stops in the coming weeks at Olympian City 2 (9-15 May), Shatin New Town Plaza (16-18 May) and Ocean Terminal (19-22 May).

The top 100 drivers will qualify for the Challenge Finals held on Sunday 22 May in Ocean Terminal. The drivers with the fastest lap times will take home top prizes signed by Michael Schumacher, including a Ferrari F1 helmet and limited-edition miniature Ferrari steering wheels.

The top eight finalists will team up with top celebrities like Daniel Wu, Stephen Fung, Denise Ho, Niki Chow and more in another Pit Stop Challenge; this time they will have to change the front tyres on the replica Ferrari F1 car using real pit crew equipment. The top teams will again win more fabulous F1 prizes.

Come and join us at the SmarTone-Vodafone Pit Stop Challenge to experience the exceptional speed and thrills. Don't miss out on Pole Position!

- End -

SmarTone Mobile Communications Limited 數碼通電訊有限公司

31/F, JOS Tower, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong

香港九龍觀塘彌敦道378號創紀之城二期怡和科技中心31樓

Tel 電話: 852 3128 2828 Fax 傳真: 852 3128 2266 www.smartone-vodafone.com.hk



Notes to the Editor:

SmarTone-Vodafone Pit Stop Challenge

1. Ferrari F1 Exhibition & Qualifying Simulation Race (for public)

Dates & Venues: 3 – 8 May 2005 (Oval Atrium, IFC 2, Central)
9 – 15 May 2005 (Central Atrium, Olympian City 2, West Kowloon)
16 – 18 May 2005 (Atrium, New Town Plaza, Shatin)
19 – 21 May 2005 (Main Concourse, Ocean Terminal, TST)

Time: 11:00am – 8:00pm
(except 3 May starting from 3:00pm and 21 May starting from 2:00pm)

Qualifiers: The top 100 participants with the shortest time to complete a designated lap will be eligible for the final on 22 May 2005

2. Pit Stop Challenge (for corporates) & Qualifying Simulation Race (for public)

Date: 21 May 2005
Venue: Main Concourse, Ocean Terminal, TST
Time: 11:00am – 2:00pm (Pit Stop Challenge)
2:00pm – 8:00pm (Qualifying Simulation Race)

3. Simulation Race Final & Pit Stop Challenge with Celebrities (for public)

Date: 22 May 2005 (Main Concourse, Ocean Terminal, TST)
Venue: Main Concourse, Ocean Terminal, TST
Time: 11:30am – 4:30pm