



## **SmarTone-Vodafone launches Football Express for Hong Kong football fans**

**(Hong Kong, 26 August 2005)** SmarTone-Vodafone today announced the launch of Football Express and the Football Express Rewards programme, bringing Hong Kong's football fans the latest football news, much greater involvement in their favourite teams and many exciting rewards and benefits throughout the 2005/06 season, including free trips to watch the best in English football.

"Football Express connects football fans to the world of European and English football, gets them closer to the best in English football and brings them the excitement of live action," said Mr. Douglas Li, CEO of SmarTone-Vodafone. "We are also introducing the Football Express Rewards programme through which customers can collect points while enjoying all the services at Football Express. The more points they earn, the greater their rewards."

For connecting football fans to the world of European and English football, Football Express offers comprehensive news and match results of all major European football leagues in the UK, Italy, Spain and Germany – English Premier League, Champions League, La Liga, Serie A and the German Bundesliga – as well as special soccer events such as the UEFA Cup, FA Cup, Carling Cup and the World Cup. Live match alerts via SMS keep fans closer to the action for all European matches. Exclusive to SmarTone-Vodafone, Football Express has its own reporter in the UK providing the latest English football video news and gossip in Cantonese, making the service even more appealing to customers in Hong Kong. To add to the football action, there are also football quizzes for even more fun and excitement.

To get customers closer to the best in English football, Football Express provides videos of match highlights and exclusive interviews of players and managers from the top four English football clubs – Manchester United, Liverpool, Chelsea and Arsenal. In addition to standard video streaming and downloads, football fans can now enjoy specially-produced high-resolution QVGA (320x240) video downloads, fully leveraging 3G in raising video quality to a new high and providing even greater choice for customers. All goal-by-goal match highlights at Football Express will have Cantonese voice-overs, which is the first of its kind in Hong Kong. Football fans can also get more involved with their favourite clubs with wallpapers, ringsongs, special Java games and exclusive club merchandise and souvenirs.

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For real live excitement, Football Express will offer customers regular football viewing parties, special UK fan tour packages and even free trips to the UK to see the best in English football through the Football Express Rewards programme.

All Football Express services can be enjoyed on a pay-as-you-go basis. For the fans of Manchester United, Liverpool, Chelsea and Arsenal, Club Mania offers them even better value with unique monthly bundled offers. These include unlimited streaming videos of match highlights, interviews and the latest news and gossip from the Football Express UK reporter, as well as exclusive in-depth club coverage such as the latest match news, player profiles and statistics. Subscribers can also download a free colour wallpaper each month.

For 3G customers using the services at Football Express, the Football Express Reward programme has been designed to give them unique and exciting benefits. Their spending at Football Express will earn them Football Express Reward points. The more points a customer accumulates, the greater the rewards and benefits. These rewards include exclusive souvenirs and merchandise, quarterly lucky draws, regular football viewing parties, special UK fan tour packages and special prizes and offers.

Football Express is offering customers free trips to watch key matches in the UK as the grand prizes for the 2005/06 English Premier League season. There will be four competitions and the top 10 customers with the highest reward points accumulated in each competition will win a free trip to the UK. Competition periods and match dates are as follows: -

Competition period	Match date
Competition A 26 Aug – 16 Oct 05	Manchester United vs Chelsea at Old Trafford (6 Nov 05)
Competition B 17 Nov – 31 Dec 05	Manchester United vs Liverpool at Old Trafford (21 Jan 06)
Competition C 1 Jan – 18 Feb 06	Arsenal vs Liverpool at Highbury (11 Mar 06)
Competition D 19 Feb – 19 Mar 06	Manchester United vs Arsenal at Old Trafford (8 Apr 06)

“In so many ways, Football Express fulfils the needs and desires of the large community of football fans in Hong Kong. Football Express is one of the examples demonstrating our commitment to taking our customer proposition to the next level with 3G,” added Mr. Li.

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## Football Express Service Charges



### For 3G customers

#### **1. Football Express services**

Coverage of the major European football leagues	Free
Video of match highlights and interviews	\$2 / clip streaming
	\$3.5 / clip download
	\$3.5 HiQ downloads on selected handsets
Football Express UK reporter video reports	\$3 / clip streaming
Live match alerts by team	\$30/mth by team + \$1/sms
Live match alerts by match	\$8/mth by match + \$1/sms
Colour wallpaper	\$6-12
Club ringsong	\$12
Football Express Quiz	\$1 per game entry + \$0.10 per question

#### **2. Club Mania – Subscription by club (Manchester United, Liverpool, Chelsea, Arsenal)**

Unlimited streaming of match highlights and interviews videos	\$38/month/team
Unlimited streaming of Football Express UK reporter videos	
Unlimited access to news, fixture & results, stats, League table & top scorers, player profiles & history	
Monthly free wallpaper	
1 free ringsong upon subscription	
Live match alerts by team	\$28/month/team

### For 2G customers

#### **1. Football Express services**

Coverage of the major European football leagues	Free
Live match alerts by team	\$30/mth by team + \$1/sms
Live match alerts by match	\$8/mth by match + \$1/sms
Colour wallpaper	\$6-12
Club ringsong	\$12
Football Express Quiz	\$1 per game entry + \$0.10 per question

#### **2. Club Mania – Subscription by Club (Manchester United, Liverpool, Chelsea, Arsenal)**

Unlimited access to news, fixture & results, stats, League table & top scorers, player profiles & history	\$18/month/team
Monthly free wallpaper	
1 free ringsong upon subscription	
Live match alerts by team	\$28/month/team

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