



SmarTone-Vodafone launches Music Now for music fans

(Hong Kong, 2 September 2005) SmarTone-Vodafone today announced the launch of Music Now and the Music Now Rewards programme, bringing Hong Kong's music fans the widest selections of music, close encounters with their favourite idols and many other exciting rewards and benefits.

"Music Now offers Hong Kong music fans the latest hits as well as the largest number of popular songs with superb sound quality," said Mr. Douglas Li, CEO of SmarTone-Vodafone. "What's more, customers now can participate in our Music Now Rewards programme, through which they can collect points while enjoying all the services at Music Now. Our compelling music offering, supported by our full range of top quality handsets, offers outstanding value to customers."

Music Now provides customers with the latest chart-topping hits from Hong Kong, the US and the UK, all of which are readily available for immediate download. With support from 18 major and independent music labels, customers can access the largest number of major hits from over 500 artists all over the world, including Hong Kong, China, UK, US, Japan and Korea. Music Now currently offers 3,300 full tracks and 400 music videos, with more constantly being added. Customers can enjoy their favourite music in the many ways now available on mobile, including full tracks, ringtones, connecting tones, ringsongs and music videos.

With SmarTone-Vodafone's commitment to outstanding quality, all music full tracks on Music Now have been upgraded with improved encoding for superior audio performance. Named HiQ sound, the minimum encoding standard is AAC 128 kbps, a recognised benchmark of quality for portable music devices. Furthermore, for handsets capable of supporting AAC+ decoding, Music Now automatically delivers full tracks coded at AAC+ 64 kbps. This has the advantage of even better audio performance on most materials, validated by extensive auditioning tests. AAC+ 64 kbps also allows for quicker downloads and requires less storage space, important considerations for portable and mobile music applications.

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



Music Now offers a unique preview feature that enables customers to browse and sample the music before purchase – just like they do at physical retail or Internet record stores. Customers can also organise their purchased music with the Music Now Media Box, a PC tool that enables them to easily create different playlists as they wish to match their every mood for mobile use.

For all 3G customers using the services at Music Now, the Music Now Rewards programme has been designed to give them unique and exciting benefits. Customers' spending at Music Now will earn them Music Now Reward points. The more points a customer accumulates, the greater the rewards and benefits. These rewards include autographed CDs and posters, special artist souvenirs and access to Music Now Private Parties to get closer to their idols. Private parties with pop idols that are already scheduled are as follows:

Month	Private Party with Idols
September	Soler
October	Krusty, I Love U Boyz, Yan Ng, Bliss
November	Fiona Sit, Endy Chow, Khalil Fong
December	Jordan Chan

To mark the launch of Music Now, there will be a Music Now mini concert featuring Pong Nam, Yan Ng, V, Kay Tse, Khalil Fong, Niki Chow, Soler. The event will be held at apm on 3 September 2005 (3:00pm), hosted by RTHK DJ Ronald Leung.

"With Music Now, customers can now get their favourite music whenever and wherever they want it." added Mr. Li.
