



SmarTone-Vodafone brings Toshiba – an exciting new mobile phone brand – to Hong Kong

(Hong Kong, 16 November 2005) SmarTone-Vodafone has announced that it is bringing a new mobile phone brand – Toshiba – to Hong Kong. Toshiba's first handset model for the Hong Kong market, the Toshiba TS10, is a tri-band GSM multimedia phone.

"Toshiba, a global leader in electric and electronic equipment, is also a leading mobile phone brand in Japan. Toshiba Mobile Communications Company is currently one of the largest suppliers to KDDI and Vodafone K.K., the leading operators in Japan. We are very pleased to bring Toshiba Mobile to Hong Kong and launch its first handset in the market," said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. "SmarTone-Vodafone sees a clear demand in the market for better handset designs with a balance of functionalities and simplicity of use. With its advanced technological know-how and innovative design concepts, we believe Toshiba will be an exciting partner to develop and offer new products for different segments in the Hong Kong market. The TS10, a perfect fusion of style with a good feature set and ease of use, will provide customers with a great new choice."

Mr. Seiji Yasunaga, Chief Marketing Executive of Toshiba Mobile Communications Company, said, "SmarTone-Vodafone is the ideal choice to be our distribution partner. As a leading provider of mobile services in Hong Kong, it has a consistent record of strong commitment to quality and has extensive market insights. Leveraging on its proven success in marketing leading edge handsets and its strong partnerships with vendors, this collaboration with SmarTone-Vodafone marks an important milestone in fulfilling our business strategy of expanding our mobile business in Asia Pacific. We look forward to a long-term partnership with them and to bringing other models to Hong Kong."

The TS10 is aesthetically styled with a unique look of ceramic and metal, highlighting the beauty of simplicity by design. In an ultra slim body, the TS10 offers full features and yet is very simple to use. It incorporates a well-designed keypad with large keys, a 300K VGA camera together with full MMS functionality, and a built-in hands free speaker that also accentuates the polyphonic ringtones.

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The TS10 is distributed solely through SmarTone-Vodafone and its dealer network in Hong Kong and Macau. In Hong Kong, the major dealer distribution channels include Broadway, Fortress, Wilson, Citicall, Gome, Chung Yuen, Citylink, Tai Lin, CMK, The Best HK, GoEasy, Sound & Vision, 3G Mobile City, Wing Shing, 3C Digital, GPC Telecom, Comm-pass, Easy Tone, Gold Ocean, Cyber Telecom, Hilex, Hit Power Technology, M Phone, Today's, Konwest Shop, Patronics, Sanda, Talk Smart and Victory Electrical. Distribution channels in Macau include China Telecom, Kin Ngai Hong, Comunicações Genuine, Commercial New Cable, Telecomunicações Hong Kong Tong and Telecomunicações Universo.

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About SmarTone-Vodafone

SmarTone-Vodafone is Hong Kong's leading mobile services brand. Its goal is to better enrich customers' lives by bringing them closer to what matters to them – a world of greater possibilities and achievements.

SmarTone-Vodafone is a GSM operator and a 3G services provider in Hong Kong. The commercial launch of 3G-enabled services at the end of 2004 for both consumers and business users is a key milestone in its quest for long-term growth through multimedia services.

SmarTone-Vodafone is the marketing brand for SmarTone Mobile Communications Limited following the signing of a Partner Network Agreement with Vodafone. Established in 1992, the company has been listed in Hong Kong since 1996. Its major shareholder is Sun Hung Kai Properties Limited (about 52%).

Visit SmarTone-Vodafone's web site at www.smartone-vodafone.com.

About Toshiba

Toshiba Corporation is a leader in the development and manufacture of consumer products, information and communication systems, electronic devices and components, power systems and social infrastructure systems. The company's ability to integrate wide-ranging capabilities, from hardware to software and services, assures its position as an innovator in diverse fields and many businesses.

Toshiba marks its 130th anniversary this year. As it celebrates an enviable record of technological innovations and numerous world firsts, the company also looks forward to a future of continued advances; to developing superb products, systems and services that bring surprise and sensation to the lives of people everywhere and that contribute to a better world for all. Toshiba has 165,000 employees worldwide and annual sales of over US\$54 billion.

Visit Toshiba's web site at www.toshiba.co.jp/index.htm.

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Key Features of the Toshiba TS10

- Tri-band GSM
- Built-in VGA camera
- Dual display
- 1.8" 65K colour TFT display
- Built-in 2MB memory
- WAP 2.0 browser
- MMS
- 16 polyphonic ringtones
- Hands-free speaker phone

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