



SmarTone-Vodafone HK Challenge debuts in October

A world-class competition to crown the best business team in Hong Kong

(Hong Kong, 4 October 2007) SmarTone-Vodafone today announced its title sponsorship of the SmarTone-Vodafone HK Challenge, to be staged on Lantau Island from 25-27 October 2007.

The first of its kind in Hong Kong, the event will see 35 teams from leading corporations, each with 5 members, competing in a series of strategic, physical and mental tasks over Lantau's varied and rugged terrain. The top three teams from the SmarTone-Vodafone HK Challenge will represent Hong Kong to compete with the best teams from around the world at the World Team Challenge to be held in Nice, France from 6-9 December 2007.

The SmarTone-Vodafone HK Challenge is part of the 2007 *Intelligent Sport*[®] World Series which includes competitions in Singapore, the UK, Europe and the US. Using the unique *Intelligent Sport*[®] concept, the event requires participating teams to perform team tasks including problem solving and physical activities, testing their strategic thinking, planning, organisation, teamwork and physical endurance to the full. A true test of mind, body and team spirit, it brings together top businesses in the most advanced, fun and diverse corporate team competition in the world with one aim in mind – to create high performance business teams. Over the past ten years, over 300 of the world's top corporations have participated in the *Intelligent Sport*[®] World Series.

"We are very pleased to present this first-ever event in Hong Kong. It is an excellent opportunity for top businesses to come together in a positive demonstration of teamwork and friendly competition, while raising funds for one of Hong Kong's most worthy charity organisations, The Hong Kong Award for Young People, to support young people's personal development," said Mr. Douglas Li, CEO of SmarTone-Vodafone.

"We are very excited to partner with SmarTone-Vodafone, Hong Kong's premium mobile operator, to bring this world-class event to Hong Kong. We have been particularly pleased with the way the Hong Kong business community has embraced this new concept. It is also encouraging to see participants even coming from Singapore, Shanghai, Kuala Lumpur and Tokyo, which demonstrates the wide appeal of the concept," said Mr. Robert Rigg, Managing Director of Quintus Asia Pacific, which manages and produces the SmarTone-Vodafone HK Challenge.



To leverage on the *Intelligent Sport*[®] spirit, SmarTone-Vodafone has taken the initiative to organise its internal Mini Challenge as a staff development programme and for selecting five teams to participate in the HK Challenge in October. This two-month programme was an unprecedented success with more than one in seven of its entire staff from Hong Kong, Guangzhou and Macau taking part.

The fund raised through the SmarTone-Vodafone HK Challenge will go towards the setting up of the SmarTone-Vodafone AYP International Exchange Programme Fund which will enable young people with limited means to participate in the international exchange programmes of The Hong Kong Award for Young People (formerly The Duke of Edinburgh's Award). The programmes aim to help Hong Kong's younger generation in personal development, improving interpersonal and leadership skills.

"We would like to express our heartfelt thanks to SmarTone-Vodafone for their strong support. First of its kind for AYP, the Fund marks a major development of our international exchange programmes which form a core part of our activities," said Mr. Lai Pui Wing, CEO of The Hong Kong Award for Young People.

"Human capital development is a key to sustaining a successful economy and is a priority for all progressive businesses, including SmarTone-Vodafone and the participating companies in this Challenge. We are very happy to set up this special fund with AYP to provide young people in Hong Kong with an opportunity of broadening their vision in enjoyable, challenging and rewarding programmes of personal development," said Mr. Douglas Li.

The SmarTone-Vodafone HK Challenge will be a prominent annual corporate event in Hong Kong. Hong Kong Disneyland, Outward Bound Hong Kong and CNBC are the venue sponsor, event partner and broadcast partner respectively for 2007.

For more information on the SmarTone-Vodafone HK Challenge, please visit www.asia-challenge.com.hk.

This press release is issued by Occasions Corporate & Financial Communications Limited for and on behalf of SmarTone-Vodafone.

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Notes to the editor

The following corporations have formed teams to participate in the SmarTone-Vodafone HK Challenge and contributed to the SmarTone-Vodafone AYP International Exchange Programme Fund:

- Acision
- CLSA
- Deutsche Bank
- Disney
- Ericsson
- Fortis
- Goldman Sachs
- Hitachi Data System
- Hong Kong Award for Young People
- HSBC
- Hudson
- JWT/ZenithOptimedia
- Kodak
- Li & Fung
- Macquarie Bank
- Macquarie Goodman
- Morgan Stanley
- MTR Corporation
- PricewaterhouseCoopers
- Robert Walters
- Schroders
- Siemens
- SmarTone-Vodafone
- Standard Chartered Bank
- Sun Hung Kai Properties
- Syniverse
- UBS

(in alphabetical order)

BNP Paribas has contributed to the SmarTone-Vodafone AYP International Exchange Programme Fund.

About SmarTone-Vodafone

SmarTone-Vodafone is Hong Kong's premium mobile operator. Its goal is to better enrich customers' lives by bringing them closer to what matters to them with customer-focused service propositions and unbeatable customer experience. SmarTone-Vodafone provides territory-wide coverage for 2G and 3G/HSPA in Hong Kong and has been leading the way in providing advanced multimedia services. The company is a partner network of Vodafone, the world's leading mobile telecommunications company. Its holding company, SmarTone Telecommunications Holdings Ltd, has been listed in Hong Kong since 1996 and is a subsidiary of Sun Hung Kai Properties Limited, one of the largest property companies in Hong Kong.

About Quintus Asia Pacific

Quintus Asia Pacific specialises in premium corporate and sporting properties with an objective to deliver significant value to its clients. The flexibility of being a small independent company enables the company to pick the products that deliver maximum value to its sponsors and clients.

The two principal areas of business are: The M1 Asia Challenge – Singapore and the SmarTone-Vodafone HK Challenge, part of the *Intelligent Sport*[®] World Series and Mirage 3D Signage – the world's premium sporting signage product that allows sponsors to place their logo on “pitch” in the heart of the action. Since opening in Hong Kong in 1995, Quintus Asia Pacific has staged 13 Champions Tennis tournaments and created the highly successful business incubator challenge, Ignite Asia.

About The Hong Kong Award for Young People

Established in 1961, The Hong Kong Award for Young People, formerly known as the Duke of Edinburgh's Award, is a member of the International Award Association. The Award Scheme, with its unique international principals, cultivates youngsters with perseverance and the spirit of self-challenge. Currently about 55,000 young people are taking part in the Award.

About *Intelligent Sport*[®]

Intelligent Sport[®] is the fastest growing team development concept in the world – specifically designed for business. Its primary aim is to give companies and their key people first hand experience of the power of teamwork drawing on strategy, intellect and physical ability, to teach the skills required for effective teamwork and to give them the inspiration to make a difference to their performance.

About *Intelligent Sport*[®] World Series

Now in its tenth year, the *Intelligent Sport*[®] World Series is the ultimate corporate team challenge bringing together the world's top corporates in a series of mental, strategic and physical challenges. 2007 sees the first time the event has come to Asia, in all there will be six events worldwide culminating in World Team Challenge which sees the top teams from each Challenge go head-to-head to find the world best Business Team.

The 2007 *Intelligent Sport*[®] World Series includes the following competitions:

- M1 Asia Challenge, Pulau Ubin, Singapore: 1-3 March 2007
- The City Challenge, Milton Keynes, England: 21 April 2007
- Microsoft UK Challenge, The Yorkshire Dales, Sheffield: 20-24 June 2007
- Cisco Euro Challenge, Donegal, Ireland: 13-15 September 2007
- BG US Challenge, Pocono Mountains, Pennsylvania, USA: 11-14 October 2007
- SmarTone-Vodafone HK Challenge, Lantau Island, Hong Kong: 25-27 October 2007
- World Team Challenge, Nice, France: 6-9 December 2007