

SmarTone and Vodafone agree not to renew their marketing cooperation

(Hong Kong, 19th September 2011) SmarTone Telecommunications Holdings Limited ("SmarTone") announced that its operating subsidiary in Hong Kong will not renew its marketing cooperation with Vodafone Group Plc and will revert its trading name to SmarTone in December, 2011. Customers will not be affected in any way, as all services will continue unchanged and all agreements remain valid.

"The marketing cooperation has been valuable to both parties over the years. However, our interests have diverged for some while and, after extended discussions, both parties agreed it best for each to pursue its own course," said Mr. Douglas Li, Chief Executive Officer of SmarTone.

SmarTone has consistently followed its strategy of creating and delivering unbeatable and more valuable experiences for its customers, with clearly differentiated service and product propositions. Its superior network performance, proprietary services, and unrivaled customer care are increasingly recognized by its customers and in the market place, as the recently announced results attest.

"All application of technologies, including our proprietary properties, as well as all operational and quality practices, are our own," said Mr. Li, "and we shall continue to innovate purposefully to serve our customers better, and further extend our market leadership and business out-performance."

The current SmarTone-Vodafone trading name and its associated logo will change to SmarTone in December 2011.
