

## SmarTone Launches HelpNow on Mobile

*One touch gives customers the help they need should the unexpected happen*

(Hong Kong, 27 April, 2012) SmarTone has today announced the launch of HelpNow on Mobile. This new service provides urgent response to customers' requests for assistance and is available as a web app on all the leading smartphone platforms - iPhone, Android, BlackBerry and Windows Phone.

"In life, we all learn to expect the unexpected, but we often don't have help when it is most needed. HelpNow on Mobile is designed to respond to customers' urgent requests in these situations, whether they be minor concern or anxiety, or tension, all the way to an emergency," said Mr Douglas Li, CEO of SmarTone.

With HelpNow on Mobile, when the unexpected happens, customers can instantly connect to the HelpNow Response Team, staffed by trained and experienced agents. The team is available 24/7 to provide urgent response to customers' requests for assistance in different situations. For example these can range from a person working alone late in the night needing reassurance, to a person travelling abroad encountering an unexpected situation, to a medical emergency.

When an urgent request comes in, the Response Team has full information on the customer, including the customer's current location, and will be ready to provide advice and, where required, to call on emergency services for assistance. Customers may cache

News Release

personal information securely with HelpNow on Mobile, including passport details, medical information, allergies and drug sensitivities, and other information, so that they could be retrieved when required in the course of an assistance request.

To bring the benefits of HelpNow on Mobile to customers who would rather not carry a smartphone, SmarTone has integrated the service to a specially designed intuitive-to-use feature phone, emporiaELEGANCEplus.

“With HelpNow on Mobile, customers can be sure that our high touch customer care is available to assist them should the unexpected happen, however minor or major it may be. There is no other service in the market that can provide the same scope and choice of compatible devices, and we are confident that customers will love the difference,” Mr. Li added.

At \$78/month on a 12-month contract, customers can get the HelpNow on Mobile on four leading smartphone platforms. Customers can get HelpNow on Mobile bundled with the emporiaELEGANCEplus for \$168 per month, on a 24-month contract.

For more information on HelpNow on Mobile and emporiaELEGANCEplus, please visit [www.smartone.com/HelpNowOnMobile](http://www.smartone.com/HelpNowOnMobile) and [www.smartone.com/eleganceplus](http://www.smartone.com/eleganceplus).

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**Notes to Editors:**

**HelpNow on Mobile on smartphone via ST Apps**

\$78 / 12-month contract

**HelpNow on Mobile to bundle with emporiaELEGANCEplus**

<b>Monthly Fee</b>		\$168
<b>Handset price</b>		\$0
<b>Voice mins</b>	<b>Basic</b>	1200
	<b>Intra</b>	500
<b>HelpNow on Mobile</b>		Free
<b>Service included</b>		<ul style="list-style-type: none"> <li>• Intra SMS</li> <li>• Voicemail, call forwarding, caller number display, call waiting and conference call</li> </ul>

**Remarks:**

- This monthly plan requires a 24-month contract and a refundable prepayment. The refundable prepayment amount is \$980 and will be credited to the customer over the contract period.
- Thereafter charge for voice minutes is \$0.9/minute (rounded up to full charge units for computation purpose).
- Customers are required to pay an admin fee of \$12/month.
- Using the HelpNow on Mobile service overseas requires the Smart IDD service and standard roaming charges apply.

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