



SmarTone-Vodafone pioneers a unique all-round service for travellers, offering great value and total peace of mind

(Hong Kong, 3 August 2006) SmarTone-Vodafone announced today the launch of its brand new service – Traveller.

“Traveller truly meets the needs of both frequent and occasional travelers. The comprehensive suite of travel support services gives customers total peace of mind whenever they travel,” says Douglas Li, CEO of SmarTone-Vodafone. “Even more, it offers them a simple, transparent tariff and predictable billing as well as outstanding savings.”

Traveller offers travel support services, ranging from Call Screening to Auto Phonebook Backup, and from Car Pickup Booking to Medical Evacuation.

Call Screening enables customers to save on expenses, especially when traveling, by preventing nuisance calls and unwanted roaming expenses through total control of what calls they wish to receive. Customers can select up to 20 Hong Kong phone numbers in your permissible list, and they will only receive calls from their preset lists and those from overseas while they are on roaming. Calls from all other numbers or with no Caller Number Display will be diverted to voice mails for retrieval.

With Auto Phonebook Backup, customers can enjoy peace of mind knowing they can always recover their latest phonebook if they lose their phone. Their phonebooks will be automatically backed up to a secured server. The contacts are retrievable via the Internet with password-protected access.

With Car Pickup Booking, customers can pre-arrange a car pick-up service in major cities in mainland China, Asia Pacific, North America and Europe with just a phone call. Customers can also call the FreeLine available exclusively for Traveller subscribers for emergency medical evacuation while overseas.

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Traveller also includes a pioneering same-rate tariff plan for roaming. Customers can call Hong Kong, call locally, and receive calls for the same rate of just \$3.80 per minute in mainland China, Taiwan, Macau, Singapore and Malaysia. With this simple and predictable pricing, customers will always be certain of their roaming expenses with no more surprises. The plan can save roaming costs of an average of 40% for customers, offering them roaming services with outstanding value.

Customers can enjoy the Traveller package with all of the above benefits for just HK\$38 a month.

“Traveller is the first of its kind in Hong Kong tailored for both business and leisure travelers. It is yet another clear example of our commitment to providing service innovations which offer compelling propositions to different targeted customer segments.” Mr. Li added.
