



PRESS RELEASE

For Immediate Release

Commercial launch of the world's first 3.6 Mbps HSDPA coverage everywhere on its network

(September 7, 2006, Hong Kong) SmarTone-Vodafone, in partnership with Ericsson, announced that its Hong Kong-wide HSDPA coverage launched commercially in June this year is now fully upgraded to 3.6 Mbps. This means that SmarTone-Vodafone customers can now enjoy its mobile broadband service at speeds of up to 3.6 Mbps everywhere, and on the move, in Hong Kong.

The 3.6 Mbps HSDPA upgrade was switched on by Douglas Li, CEO of SmarTone-Vodafone and Carl-Henric Svanberg, President and CEO of Ericsson today at an event marking the occasion. SmarTone-Vodafone plans to further upgrade the network to a maximum speed of 14.4 Mbps in 2007-2008.

Douglas Li, CEO of SmarTone-Vodafone, says: "In June this year, we were the first in the world to launch commercially 1.8 Mbps HSDPA coverage on a full network-wide basis. The upgrade of our HSDPA to 3.6 Mbps today clearly demonstrates our commitment to continuous progress. This technology leadership empowers us to bring better service to customers."

SmarTone-Vodafone is also the world's first mobile operator to offer 3G/HSDPA roaming to the USA, covering 16 States including Arizona, California, District of Columbia-Washington, Georgia, Illinois, Indiana, Massachusetts, Maryland, Nevada, New Jersey, New York, Oregon, Texas, Utah, Virginia, Washington.

Carl-Henric Svanberg, President and CEO of Ericsson, says: "Our enhancement of SmarTone-Vodafone's network further demonstrates Ericsson's position as a world technology leader and the key driver of evolved 3G network development, as well as one of the main forces behind mobile technology innovation. It is also an important step in enabling Ericsson to offer its customers a platform for high-quality mobile broadband services."

HSDPA is an upgrade from 3G to give higher speeds, which offers better customer experience for all multimedia services. It also provides mobile operators with a platform for new multimedia services as well as fixed mobile convergence/substitution. In June, SmarTone-Vodafone launched its first commercial HSDPA-enabled service – SmarTone-Vodafone Mobile Broadband. Customers can now enjoy secure broadband with true broadband speeds and real mobility everywhere.

The successful implementation of SmarTone-Vodafone's HSDPA network of up to 3.6 Mbps marks another important milestone in the successful long-term partnership between SmarTone-Vodafone and Ericsson, following the launch of 3G in Hong Kong in 2004.
