



SmarTone-Vodafone sponsors the Happy Valley Million Challenge for a second year

A new Quickdraw SMS Contest gives the winners \$1 million in total

(Hong Kong, 12 September 2006) SmarTone-Vodafone today announces its sponsorship for the Happy Valley Million Challenge 2006/07. This is the second consecutive year of the title sponsorship, aimed at enriching customers' experiences and bringing them more fun and excitement.

Mr. Douglas Li, CEO of SmarTone-Vodafone said, "We are pleased to partner with The Hong Kong Jockey Club for the second consecutive year. Both organisations have a strong focus on their customers and we are continually committed to enhancing our service quality, bringing them substantially more value, excitement and enjoyment in high quality sports and infotainment. In this racing season, we have introduced new content and exclusive offers in our Bet-to-Win service to help our customers bet better and bet smarter."

"Throughout the world of sports, there is nothing quite like Happy Valley racing - and I am very pleased to say that last season our relationship with SmarTone-Vodafone helped enhance the excitement at this famous and unique venue," said Mr Winfried Engelbrecht-Bresges, Executive Director, Racing, The Hong Kong Jockey Club. "Our co-operation has many mutual benefits, not least through SmarTone-Vodafone leading the way in terms of live racing broadcasts and racing information. And it's not about just one meeting, it's about an entire series of exciting races that begin in September and stretch right through to the final Happy Valley meeting in February next year."



Similar to last season, the SmarTone-Vodafone Happy Valley Million Challenge 2006/07 comprises a total of 19 Happy Valley race meetings of Class 3 or above from 13 September 2006 to 28 February 2007. When the competition ends, HKJC will award bonuses totalling HK\$1 million to owners of the three horses with the most winning points.

A major highlight of this year's Challenge is the new Quickdraw SMS Contest 『博彩王運財短訊比賽』 which offers winners \$1 million in total. The first 500 participants in the Quickdraw SMS Contest at each Happy Valley Million Challenge race meeting will each receive a \$100 HKJC cash voucher. Winning participants who also subscribe to "Bet-to-Win" will get series passes and are eligible to be invited to a Finale Gala Dinner to meet with horse racing celebrities on 28 February 2007.

SmarTone-Vodafone's "Bet to Win" service offers its customers useful, up-to-the-minute information and specially-designed services. This year, SmarTone-Vodafone has invited the famous horse-racing commentator, Mr. Apollo Ng, to host a new tipster programme (唔贏唔收錢), helping Bet-to-Win customers to bet smarter. For every Happy Valley Million Challenge race meeting, his tipster program will be publicly broadcasted at the Happy Valley Racecourse and on Commercial Radio (CR1).

For more information, please visit www.smartone-vodafone.com

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