

SmarTone-Vodafone launches 3.6Mbps Mobile Broadband service with USB modem

(Hong Kong, 21 September 2006) SmarTone-Vodafone announced today the launch of its 3.6 Mbps SmarTone-Vodafone Mobile Broadband.

“We are pleased to introduce Hong Kong’s first 3.6 Mbps Mobile Broadband, which delivers true mobile broadband experience,” said Mr. Douglas Li, CEO of SmarTone-Vodafone. “SmarTone-Vodafone Mobile Broadband enables customers to move into a new stage where cables are a thing of the past. It promises customers secure broadband Internet connection, anytime, everywhere, helping to unleash their lives with true broadband freedom.”

Using Hong Kong’s first 3.6Mbps USB modem, SmarTone-Vodafone Mobile Broadband enables customers to enjoy web browsing, email access and downloads through its unrivalled 3.6Mbps HSDPA Hong Kong-wide coverage. Customers can now enjoy broadband connection everywhere in Hong Kong.

SmarTone-Vodafone offers more roaming destinations around the world than any other Hong Kong operator, with 32 HSDPA roaming destinations, 70 3G roaming destinations and 143 GPRS roaming destinations.

Unlike hotspots or borrowed wireless LANs where data protection is not guaranteed, SmarTone-Vodafone Mobile Broadband customers can have their own secure private broadband Internet connection, wherever they go. With SmarTone-Vodafone Mobile Broadband, customers can also enjoy smart savings on costly multiple fixed line rentals as they can now use one subscription for full PC functionalities at different locations.

SmarTone-Vodafone Mobile Broadband is extremely easy to use. It offers an enhanced, user-friendly dashboard interface which allows customers to access broadband connection, manage emails and keep track of usage.

For changing consumers’ mindset about broadband, a dedicated and dynamic website (www.GetMoving.com.hk) has been created. This innovative and highly interactive medium is designed to engage and stimulate consumers through a broad range of content and activities. It encourages feedback and contribution, and entertains through content that can be

downloaded. Members of the public are invited to come and explore the website, and have fun.

Flexi, SmarTone-Vodafone's innovative pay-as-you-go service plan for unrestricted web access, offers simplicity, flexibility and great value. It requires no registration and no contract. It offers one rate for local usage at \$100 per 50MB and one-rate roaming worldwide at \$0.12 per KB. Customers can top up their accounts anytime using recharge vouchers, credit cards or PPS for as little as \$100, and extend the use of their accumulated balance for 30 days. Customers only have to pay when sending and receiving data, not for being connected.

The Flexi Starter Kit, retailing at \$2,488, is available at all SmarTone-Vodafone stores and at over 250 computer dealers and retail stores. The package includes a Vodafone Mobile Connect USB modem and \$500 free start-up usage (\$100 pre-loaded credit plus four \$100 vouchers to use at anytime) for customers to experience the true mobile broadband.

"SmarTone-Vodafone Mobile Broadband offers consumers a revolutionary way to have private and secure broadband connection. Now, they can have the first experience with true Broadband To Go." Mr. Li added.
