



SmarTone-Vodafone brings UEFA Champions League action to customers' handsets

Exclusive and unlimited video highlights of every game

Unique match tour for lucky fans to experience UEFA Champions League live

(Hong Kong, 1 November 2006) SmarTone-Vodafone today announced the launch of its enhanced Sports Unlimited service at SmarTone *iN!* on 3G, bringing exclusive game and goal video highlights of every 2006/2007 UEFA Champions League match.

“Our unique offering enables football fans to get really close to the fervor and drama of UEFA Champions League football. This is yet another way we help customers experience the real thing when they can't be there,” said Mr. Douglas Li, CEO of SmarTone-Vodafone. “We are also introducing a lucky draw for a UEFA Champions League Live Match Tour. Ten people will bag a trip to see one live knock out game in Europe in March 2007.”

Normally these matches are played during early morning hours in Hong Kong. Sports Unlimited allows football fans to have the opportunity to see all the match highlights and goals later that morning at a far more convenient time, as often as they want. They'll be able to savour each intricate move, every classic goal, all the fancy footwork and every diving save, over and over again. The Goal-by-Goal video service gives customers the entire 06/07 season's highlights and is a unique offering on the mobile from SmarTone-Vodafone only.

3G customers only need to pay a one-off fee of \$88 to enjoy unlimited match highlights and goal-by-goal videos for the full season, ending on 31 May 2007. That's 125 incident packed matches for only \$88.



To give customers a chance to experience the live atmosphere of an UEFA Champions League match, SmarTone-Vodafone has organised a UEFA Champions League Tour Lucky Draw. 3G Customers who subscribe to the UEFA Champions League video package between 1 November 2006 and 31 January 2007 will be automatically entered into the draw. Ten fortunate winners will wing their way over to Europe to experience a live match with all expenses paid. SmarTone-Vodafone is the only mobile operator in Hong Kong to offer such an exciting opportunity.

“Our new UEFA Champions League value add-ons fulfill the needs and desires of the large pool of loyal football fans, enriching the enjoyment of their favourite passion. They also demonstrate our continual enhancements to deliver our customer proposition to our 3G customers,” Mr. Li added.

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