



## **SmarTone-Vodafone launches new MultiTalk voice messaging service**

*Staying in touch and getting closer has never been so easy with one-to-many MultiTalk*

**(Hong Kong, 28 December 2006)** SmarTone-Vodafone today announced the launch of its new voice messaging service – MultiTalk.

“MultiTalk is an easy-to-use voice messaging service that enables customers to express themselves quickly and conveniently using self-created, personal voice messages. With MultiTalk, customers can say exactly what they mean, bringing their words to life. Messages can be sent to loads of people simultaneously. This opens up a whole new, fun way to get closer with one message to those who matter the most, “ says Mr. Douglas Li, CEO of SmarTone-Vodafone.

MultiTalk is simple to use. Users just record their messages as an MMS with one click of a button and send them out simultaneously to multiple recipients. You can send a MultiTalk message to up to 5 recipients in one go for the charge of just one MultiTalk message, enjoying greater convenience and much better value. When sending MultiTalk messages, users can make use of the saved numbers in their phonebook, which facilitates convenient, easy and fast messaging to multiple recipients.

Recipients of the messages can listen to a voice clip by opening the message and they can choose to send a reply directly to the sender alone or to all recipients, making group communication on mobile easier than ever before.

All SmarTone-Vodafone customers with handsets that support MMS can enjoy the benefits of the MultiTalk service automatically. Free MultiTalk messages are now bundled with all monthly price plans without additional charge. Heavy MultiTalk users can further subscribe to a great-value HK\$18 monthly plan which includes additional 40 MultiTalk messages. Receiving MultiTalk message is free of charge.

“As a leader in innovation and service quality in communications, SmarTone-Vodafone is committed to offering the best customer experience and the greatest value to customers. The launch of MultiTalk is another outstanding example of our determination to fulfill our promise,” Mr. Li added.

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Notes to the Editor:

1. 3G price plans bundled with free MultiTalk messages

Monthly fee		\$128	\$178	\$238	\$368	\$488	\$598	
Video calling	Free mins	30	50	75	130	200	300	
	Inter-operator call	Outgoing calls:\$1.5/min		Incoming calls: \$0.5/min				
Voice call	Free mins	Basic	1,200	1,400	1,700	3,100	4,000	5,000
		Intra	800	1,000	1,100	1,700	2,000	2,000
	Thereafter charge (min)	\$0.9	\$0.9	\$0.8	\$0.5	\$0.5	\$0.5	
Free intra picturemail/moviemail		10	20	30	50	100	200	
<b>Free MultiTalk</b>		<b>5</b>	<b>5</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	

*Remarks:*

*MultiTalk charge thereafter: \$1.00 each MultiTalk message (can send to up to 5 recipients)*

*Receive MultiTalk: Free*

*Sending International MultiTalk messages: surcharge \$3 / recipient*

*Roaming charge applies to sending / receiving MultiTalk in the roaming countries*

2. 2G price plans bundled with free MultiTalk messages

Monthly fee		\$80	\$108	\$138	\$198	\$298	
Voice call	Free mins	Basic	1,000	1,200	1,400	1,700	3,100
		Intra	400	800	1,000	1,100	1,700
	Thereafter charge (min)	\$1.0	\$0.9	\$0.9	\$0.8	\$0.5	
<b>Free MultiTalk</b>		<b>5</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>10</b>	

*Remarks:*

*MultiTalk charge thereafter: \$1.00 each MultiTalk message (can send to up to 5 recipients)*

*Receive MultiTalk: Free*

*Sending International MultiTalk messages: surcharge \$3 / recipient*

*Roaming charge applies to sending / receiving MultiTalk in the roaming countries*



### 3. MultiTalk monthly subscription plan

- \$18 / month
- 40 MultiTalk messages included
- Charge thereafter: \$0.50 / MultiTalk
- Receive MultiTalk: Free
- Sending International MultiTalk messages: surcharge \$3 / recipient
- Roaming charge applies to sending / receiving MultiTalk in the roaming countries