

**SmarTone-Vodafone Kicks Off A New UEFA Champions League Season**  
***All the action and drama on video, a unique Be a Flag Carrier competition***  
***and unbeatable handset deals – all in one Season Ticket***

(Hong Kong, 14 September 2007) SmarTone-Vodafone today introduced a new Season Ticket for the 2007/2008 UEFA Champions League through its Sports Unlimited channel. Eight months of the very best European football has to offer, when you want it most, direct to your handset. Unlimited access to all the goals, all the action and all the drama is available for an unbeatable early bird fee of \$88 until 30 September, or \$108 thereafter.

Continuing its mission to provide an unbeatable customer experience, SmarTone-Vodafone will hold a truly unique competition – a real first for Hong Kong – in which a lucky supporter will be a Flag Carrier at a UEFA Champions League quarter-final in Europe.

‘The idea behind our great offering on SmarTone-Vodafone Sports Unlimited is simple – to enable you to catch all the action in your hand, without having to stay up late or disrupt your regular schedule,’ said Mr. Eric Mallia, SmarTone-Vodafone’s Director of Marketing. ‘Our customers will enjoy the most extensive archive of football videos at their fingertips, from last year and this. Our Season Ticket delivers fresh videos directly to their handsets early in the morning, Monday through Thursday during match weeks.’ Supporters are sure to appreciate the fact that they will no longer have to hang around waiting for TV reruns; they can simply get the latest action at breakfast time, before they go to work.

With the new Season Ticket, supporters will also have full access to all UEFA Champions League video match previews, in-match events, full time reports, matchnight summaries and group summaries. They'll also view regular updates with Pick of the Week plus they can relive classic football moments with Top 5 Goals or view past season archives for their favourite clips.

Season Ticket holders are sure to participate in the Be a Flag Carrier competition. Viewing videos automatically puts them in the running for the grand prize. The top 10 participants who have viewed the most clips up to 31 December 2007 will be invited to share their football passion on camera. The videos will then be posted in Sports Unlimited and on the SmarTone-Vodafone website for public voting. The winner will be whisked away on the trip of a lifetime to Europe. The prize includes a full travel package for two including air tickets and accommodation, a pair of match tickets and loads of other goodies.

'As we can see from the overwhelming popularity of football content in Sports Unlimited, our customers are passionate about football, so we strive to enhance their experience of the matches through innovative offerings' said Mr. Mallia. 'The Be a Flag Carrier competition enables people to share their football passion. And of course the chance to be a flag carrier would be the memory of a lifetime for any football supporter, including myself!'

Customers who subscribe to a 3G price plan, a season ticket and a sports package are entitled to a special discount on any one of three new Sony Ericsson handsets (the P1i, T650i and K530i). Customers who vote for their favourite video in the Be a Flag Carrier competition will be automatically entered into a lucky draw for a Sony Ericsson 3G mobile.



# News Release

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