



SmarTone-Vodafone HK Challenge kicks off on Lantau Island ***Executives from top businesses ready for tough competition***

(Hong Kong, 25 October 2007) This evening saw the kick-off of SmarTone-Vodafone HK Challenge, the first-ever *Intelligent Sport*[®] event in Hong Kong. Over the next two days, 35 teams from leading corporations, each with five members, will compete head-to-head in five stages of arduous trials spread over different parts of Lantau Island, testing their strategic thinking, teamwork and physical endurance to the full.

Aiming to crown the best business team in Hong Kong, the Challenge is sponsored by SmarTone-Vodafone and is part of the 2007 *Intelligent Sport*[®] World Series, the most advanced, fun and diverse corporate team competition in the world. Over the past ten years, over 300 of the world's top corporations have participated in the Series. The top three teams from the SmarTone-Vodafone HK Challenge will represent Hong Kong to compete with the best teams from around the world at the World Team Challenge to be held in Nice, France from 6-9 December 2007.

"We are very excited to see executives from top businesses coming together for this first-ever event in Hong Kong. We hope all participants will find the coming two days not only challenging but enjoyable and also effective in fostering development of great business teams," said Mr. Douglas Li, CEO of SmarTone-Vodafone, at the opening ceremony. "Also, it is particularly gratifying to be able to raise money through the SmarTone-Vodafone HK Challenge to initiate a new funding programme for one of Hong Kong's most worthy charities that has worked long and hard in youth development."

\$500,000 has been raised for the Hong Kong Award for Young People to support the personal development of Hong Kong's younger generation. The SmarTone-Vodafone AYP International Exchange Programme Fund will be set up to enable underprivileged youths to participate in AYP's international exchange programmes that aim to broaden their international exposure as well as to improve their interpersonal and leadership skills.

All participating teams will be hosted in the luxury of the Hong Kong Disneyland Hotel during the Challenge. Results of different stages will be available on www.asia-challenge.com.hk at the end of each competition day. Overall results of the Challenge and the award winners will be announced at the closing ceremony on the evening of 27 October 2007.

Photo Caption

Mr. Douglas Li, CEO of SmarTone-Vodafone (right) presents a cheque to Mr. Paul Fan, BBS, JP, Award Council Chairman of the Hong Kong Award for Young People (left) at the opening ceremony of the SmarTone-Vodafone HK Challenge.

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Notes to the editor

The following corporations have formed teams to participate in the SmarTone-Vodafone HK Challenge and contributed to the SmarTone-Vodafone AYP International Exchange Programme Fund:

- Acision
- CLSA
- Deutsche Bank
- Disney
- Ericsson
- Fortis
- Goldman Sachs
- Hong Kong Award for Young People
- HSBC
- Hudson
- JWT/ZenithOptimedia
- Kodak
- Li & Fung
- Macquarie Bank
- Macquarie Goodman
- Morgan Stanley
- MTR Corporation
- PricewaterhouseCoopers
- Robert Walters
- Schroders
- Siemens
- SmarTone-Vodafone
- Standard Chartered Bank
- Sun Hung Kai Properties
- Syniverse
- UBS

(in alphabetical order)

BNP Paribas has contributed to the SmarTone-Vodafone AYP International Exchange Programme Fund.

About SmarTone-Vodafone

SmarTone-Vodafone is Hong Kong's premium mobile operator, leading the way in network performance, service innovations and customer service. Its goal is to better enrich customers' lives by bringing them closer to what matters to them with customer-focused service propositions and unbeatable customer experience. The company is a partner network of Vodafone, the world's leading mobile telecommunications company. Its holding company, SmarTone Telecommunications Holdings Ltd, has been listed in Hong Kong since 1996 and is a subsidiary of Sun Hung Kai Properties Limited, one of the largest property companies in Hong Kong.

About Quintus Asia Pacific

Quintus Asia Pacific specialises in premium corporate and sporting properties with an objective to deliver significant value to its clients. The flexibility of being a small independent company enables the company to pick the products that deliver maximum value to its sponsors and clients.

The two principal areas of business are: The M1 Asia Challenge – Singapore and the SmarTone-Vodafone HK Challenge, part of the *Intelligent Sport*[®] World Series and Mirage 3D Signage – the world's premium sporting signage product that allows sponsors to place their logo on “pitch” in the heart of the action. Since opening in Hong Kong in 1995, Quintus Asia Pacific has staged 13 Champions Tennis tournaments and created the highly successful business incubator challenge, Ignite Asia.

About The Hong Kong Award for Young People

Established in 1961, The Hong Kong Award for Young People, formerly known as the Duke of Edinburgh's Award, is a member of the International Award Association. The Award Scheme, with its unique international principals, cultivates youngsters with perseverance and the spirit of self-challenge. Currently about 55,000 young people are taking part in the Award.

About *Intelligent Sport*[®]

Intelligent Sport[®] is the fastest growing team development concept in the world – specifically designed for business. Its primary aim is to give companies and their key people first hand experience of the power of teamwork drawing on strategy, intellect and physical ability, to teach the skills required for effective teamwork and to give them the inspiration to make a difference to their performance.

About *Intelligent Sport*[®] World Series

Now in its tenth year, the *Intelligent Sport*[®] World Series is the ultimate corporate team challenge bringing together the world's top corporates in a series of mental, strategic and physical challenges. 2007 sees the first time the event has come to Asia, in all there will be six events worldwide culminating in World Team Challenge which sees the top teams from each Challenge go head-to-head to find the world best Business Team.

The 2007 *Intelligent Sport*[®] World Series includes the following competitions:

- M1 Asia Challenge, Pulau Ubin, Singapore: 1-3 March 2007
- The City Challenge, Milton Keynes, England: 21 April 2007
- Microsoft UK Challenge, The Yorkshire Dales, Sheffield: 20-24 June 2007
- Cisco Euro Challenge, Donegal, Ireland: 13-15 September 2007
- BG US Challenge, Pocono Mountains, Pennsylvania, USA: 11-14 October 2007
- SmarTone-Vodafone HK Challenge, Lantau Island, Hong Kong: 25-27 October 2007
- World Team Challenge, Nice, France: 6-9 December 2007