

Time to replace your fixed broadband with full mobility

(Hong Kong, 14 November 2007) Starting today, customers can enjoy the superior, seamless experience of SmarTone-Vodafone Mobile Broadband at unbeatable value. It's now the time to replace fixed broadband!

Only SmarTone-Vodafone's HSPA network provides continuous coverage throughout Hong Kong – indoors and outdoors, upstairs and downstairs, even on the MTR. It enables customers to experience blistering download speeds of up to 7.2Mbps and Hong Kong's first upload speeds of up to 2Mbps. Even when travelling, customers can stay connected with SmarTone-Vodafone's unmatched data roaming footprint for HSPA, 3G and GPRS, covering 168 overseas destinations.

"It's time to replace your fixed broadband with full mobility. Our single, seamless HSPA network offers true broadband speed and unbeatable experience with uninterrupted connection all over Hong Kong," said Mr. Douglas Li, CEO of SmarTone-Vodafone. "Customers do not have to worry about patchy networks, erratic speeds or frequent disconnections offered by some other operators."

SmarTone-Vodafone Mobile Broadband offers each customer a secure and private broadband line. Unlike WiFi hotspots, it assures customers the ultimate data security and confidentiality.

Customers subscribing to a new *Contract* plan can get smart savings by cutting their existing fixed broadband anytime during the contract period. For just \$348 per month, they can enjoy unlimited local usage including streaming, web browsing, email access, downloads and uploads. For customers who want more flexibility, *Flexi*, a pay-as-you-go plan, is also available at \$2/MB, with a price cap of \$48 per day.

Coming in a ground-breaking slim and curved industrial design, the new and exclusive Vodafone Mobile Connect USB Modem is compatible with just about every laptop, PC or Mac. It also comes with a user-friendly dashboard interface that allows customers to easily set up and manage a broadband connection.



“With SmarTone-Vodafone Mobile Broadband, customers can enjoy the superior performance and great value of seamless broadband at home, in the office and anywhere in between, all for one price. Having multiple subscriptions to fixed broadband lines for home and office is no longer necessary,” Mr. Li added.

For more information, please visit www.smartone-vodafone.com.

News Release

Notes to the Editor

Pricing

A. Contract Plans

	Standard offer	Switch-to-us offer	Premium offer
Monthly fee	\$488	\$348 (Pay \$488 per month; once you cancel your fixed broadband line, a cash rebate will be given)	\$348
Modem price	\$1,680	\$1,680	\$0
Roaming	\$0.12/KB	\$0.12/KB	\$0.12/KB
Contract period	18 months	18 months	30 months

Graded Bandwidth Applications (Class 1) is also available to cover applications including VoIP (e.g. Skype and Vonage), MSN Messenger, Yahoo! Messenger, AOL Instant Messenger and Google Talk at a surcharge of just \$48 per month.

B. Flexi Starter Kit

Pricing	\$1,888 (modem and \$300 bonus in data usage inclusive)
Local usage	\$2/MB (daily charge is capped at \$48; further usage for that day is free)
Roaming	\$0.12/KB