

SmarTone-Vodafone brings local football fan's dream to life ***Competition winner to be Hong Kong's first ever UEFA Champions League flag carrier***

(Hong Kong, 19 March 2008) Like many Hong Kongers, Lee Chun Kit didn't always believe in dreams coming true. But this die-hard Liverpool fan has had his views changed for the better today.

SmarTone-Vodafone declared Lee winner of their exclusive "UEFA Champions League Flag Carrier" competition, in which one lucky football fan amongst thousands of entrants won the opportunity to be a flag carrier at the upcoming Liverpool vs. Arsenal UEFA Champions League quarterfinal in England on 8 April.

Lee Chun Kit beat nine other finalists when his self-made video, on why he should win, received 33% of viewer votes – earning him the historic distinction of being Hong Kong's first-ever UEFA Champions League flag carrier.

"We're extremely pleased to offer this original, first of a kind prize," said Eric Mallia, SmarTone-Vodafone Director of Marketing. "We always strive to bring customers closer to what matters to them and Liverpool is certainly Lee's passion."

"This is an opportunity of a lifetime. I'm almost shaking with excitement," said Lee, who also receives tickets to the match, and an all expenses paid trip. "Being at the match will be tremendous, but actually walking out at Anfield with my heroes is simply taking it to a different level."

Lee started playing football when he was six. The Merseysiders captured his heart at this age but his greatest Liverpool moment was when the Reds snatched victory from AC Milan against all odds in the 2005 UEFA Champions League final. Lee's idols are Steven Gerrard and Fernando Torres, Liverpool's star players.

The flag carrier competition was open to customers of SmarTone-Vodafone's 2007/2008 UEFA Champions League Season Ticket, which offers full access to all UEFA Champions League match preview videos, match highlights, full-time reports, match night summaries and group summaries. The ten subscribers with the most video clip views were invited to share their passion for football on camera. The videos were then posted in SmarTone *iN!* Sports Unlimited and on the SmarTone-Vodafone website for public voting.

"Aside from the excitement of the competition, our annual UEFA Champions League offerings really help people stay closer to what's happening amongst the elite of European football," said Mr. Mallia. "We understand that it's often impractical for people to stay up at odd hours of the night to catch the matches. Our service enables you to get up to the minute video action delivered to your handset within an hour or so of the match finishing. It's exciting, timely and exclusive to SmarTone-Vodafone.
