

FOR IMMEDIATE RELEASE

**SmarTone Telecommunications Holdings
Breaks into the Hong Kong Fixed-line Market with HomePhone+**
*HomePhone+ offers wireless service innovation and ease of use
to drive customer satisfaction*

(Hong Kong, 26 March 2008) SmarTone Telecommunications Holdings Limited (SmarTone) today breaks into the fixed-line market in Hong Kong by launching its wireless fixed-line service, HomePhone+. It redefines fixed-line service in Hong Kong and presents a significantly improved home phone experience with innovative wireless technology, integrating network, service and device, to offer greater ease of use, convenience and flexibility.

HomePhone+ is a revolution in fixed-line proposition that provides an array of additional services to customers. Cutting-edge innovations include notification of missed calls and voice mails through an alert indicator that allows instant retrieval. Customers may activate automatic alerts of voice mail received on their home phones to their mobiles. Customers can also make and receive free Internet calls without the need for a PC or broadband connection. The device phonebook incorporates presence indicator of Internet call addresses so that customers can see immediately whether the other parties are online. Furthermore, conference calls can be effected easily, connecting all mobile, fixed or internet calls, locally or internationally.

‘The fixed-line market has seen little genuine innovation for a very long time. Hong Kong consumers have suffered from very limited choice and poor value for money. This has undermined customer satisfaction and confidence,’ said Mr. Douglas Li, Chief Executive Officer of SmarTone Telecommunications Holdings Limited. ‘As an advanced operator in the local telecommunication industry, we are bringing innovative technology, a customer-centric service design and award-winning customer service to the fixed-line market. With the introduction of HomePhone+, we offer fixed-line customers unique service benefits, unrivalled ease of use, convenience and flexibility.’

Unlike traditional fixed-line services, registration and activation for HomePhone+ is simple with no installation required and therefore saving time and hassles in the cumbersome installation process that these fixed-line services often entail. Relocation upon changing address is also made easy with just a simple pre-arrangement. With the wireless fixed-line technology, a customer's use of the service is limited within his home zone defined by his abode and its close vicinity.

For exceptional convenience, customers can check their accounts at the press of a button on their telephones, as well as effecting secure credit card payment for their phone bills. Additionally with online care, through www.homephoneplus.com, customers can review detailed bills, detailed call records, effect payments and fully manage their accounts.

Furthermore, HomePhone+ users can subscribe to personalised assistance services, namely "HelpNow" and "Home Assistant". "HelpNow" enables registered users to preset the contact details of three persons. In case of emergency, users could simply push the "HelpNow" red button and get connected. "Home Assistant" is a dedicated 24-hour hotline for users to call and obtain contact information of providers of various household services and home help. Customers can call on these services at a touch of a button.

The HomePhone+ telephone is exclusively designed with unique HomePhone+ services in mind. Dedicated buttons allow really easy and instant access to key features and services. Each line can also accommodate up to four wireless extension phones. The stylish devices come with a choice of five colours to match any home décor.

'HomePhone+ will bring more choice and meaningful service improvements to fixed-line users in Hong Kong. The list of services we offer is far above anything currently supplied by existing providers, and given that all the services are so easy to use, we believe that HomePhone+ will be welcomed by Hong Kong consumers,' added Mr. Li.

SmarTone-Vodafone has been appointed as the sole marketing and sales channel for HomePhone+ by SmarTone Telecommunications Holdings Limited.

About SmarTone Telecommunications Holdings Limited

SmarTone Telecommunications Holdings Limited is a leading provider of communications services in Hong Kong and Macau. Its goal is to better enrich customers' lives by bringing them closer to what matters to them. The company has a strong focus on delivering superior customer experience as well as targeted and differentiated propositions.

The company's mobile business in Hong Kong operates as SmarTone-Vodafone, a Partner Network of Vodafone Group Plc, providing premium service quality with unrivalled network performance, unique service innovation and award-winning customer service.

The company also provides a wireless fixed-line service, redefining the fixed-line market in Hong Kong with unique service benefits as well as exceptional ease of use, convenience and flexibility.

SmarTone Telecommunications Holdings Limited was established in 1992 and has been listed in Hong Kong since 1996. It is a subsidiary of Sun Hung Kai Properties Limited, one of the largest property companies in Hong Kong.

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Notes to the Editor:

HomePhone+
A Wireless Fixed-line Service

Characteristics	Service
A better and fuller range of services	<ul style="list-style-type: none">- Integrated voice mail and alert light- Voicemail alert to mobile- Free IP calling without a PC or broadband- 6-party conferencing covering local and overseas, mobile and fixed as well as Internet calls
Greater convenience	<ul style="list-style-type: none">- Fully wireless for use anywhere indoor- Simple registration and no installation required- Account enquiry at the touch of a button- "Online Care" for account management- Presence indication for Internet calls- Personalised assistant service such as "HelpNow" and "Home Assistant"- Secure payment by credit card through the phone
Ease of Use	<ul style="list-style-type: none">- Dedicated buttons for instant access to the key features and services- Uniquely simple setting up of call conferencing and call forwarding- Voicemail alert to mobile- Integrated phonebook for phone numbers and Internet call addresses, including Presence Indicator
Greater flexibility	<ul style="list-style-type: none">- All payment channels available- Flexible placement unrestricted by the telephone socket- Connect up to 4 extension phones- 5 colours

Join the fixed-line revolution and get a phone for free!

	Standard Plan	Contract Plan	Special switching plan
Monthly fee	\$118	\$118	\$118
Phone price	\$1,180	Free	Free
Local call	Unlimited		
IP Call	Unlimited		
Free services	<ul style="list-style-type: none"> • Caller Display • Call Waiting • Call Forwarding • Conference Call • Voicemail • Call Screening 		
Contract	NIL	18 months	18 months plus remaining contract months with other fixed-line operators
Rebate	N/A	N/A	Remaining contract months with other fixed-line operators x \$118 (up to 6 months)

- "Special switching plan" offer is only applicable to customers having 1 to 6 months outstanding contract terms with other fixed-line operators. Customer will be assigned a new temporary number and are required to pay the monthly fee for the use of HomePhone+ service in this period. Upon porting-in, the monthly service fee paid to that date will be refunded.
- Standard offer: Customer is required to pay \$300 service prepayment. The monthly fee and other charges will be deducted from the service prepayment.
- Contract & Special switching plan offer: Customer is required to pay \$600 service prepayment. The monthly fee and other charges will be deducted from the service prepayment.
- Credit-card autopay is mandatory for Contract and Special switching plan.