

SmarTone-Vodafone provides an instant and convenient donation channel to help Sichuan earthquake victims

(Hong Kong, 15 May 2008) In view of the need to provide urgent relief to the Sichuan earthquake victims, SmarTone-Vodafone has sent an SMS to the full base of its customers, offering them an instant and convenient way to donate by simply replying to the SMS. Donations will be charged directly to customers' accounts, and relayed to World Vision Hong Kong for providing necessities, including food, drinking water and tents, to the victims.

"We are deeply saddened by the devastating earthquake and very concerned about the people being affected. We hope we can be of help by providing the greatest convenience through mobile for people who want to donate, especially when assistance is critical in this time of difficulty," said Mr. Douglas Li, CEO of SmarTone-Vodafone.

SmarTone-Vodafone dispatched the donation message to all its 1.1 million customers in about two hours. In addition, donation boxes have also been set up at all SmarTone-Vodafone retail stores in Hong Kong to facilitate customers and members of the public to donate to this worthy cause.

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