

SmarTone-Vodafone makes mobile broadband affordable to all with the launch of tiered price plans from only \$188

**Customers can now have unlimited broadband access at home, at work and on the move
for a single low monthly price**

(Hong Kong, 19 August 2008) SmarTone-Vodafone today launched new Mobile Broadband tiered price plans, offering customers full broadband access for PCs and laptops, and brought their price points close to that of fixed broadband.

In line with its strategy of being a total communications provider, SmarTone-Vodafone now makes mobile broadband more attractive and accessible to consumers and businesses alike. With the new \$188 monthly price plan, customers can enjoy the freedom of broadband-speed Internet access indoors or outdoors, upstairs or downstairs, on the MTR, the ferries and even inside tunnels - with unlimited local usage at speeds up to 3.6Mbps for downloads and 1.5Mbps for uploads. Customers seeking higher speeds may opt for the \$348 monthly price plan offering up to 7.2Mbps for downloads and 2Mbps for uploads. Customers subscribing to either plan can get a free USB modem for a 24-month contract.

“SmarTone-Vodafone has led the development of the mobile broadband market in Hong Kong – the first to launch such a service in 2006, and consistently the first to upgrade network speeds, with our HSPA network always providing unrivalled coverage, outstanding quality, and the highest speeds,” says Mr. Douglas Li, CEO of SmarTone-Vodafone. “We also lead in offering a choice of innovative price plans catering to different customers’ needs - ranging from the prepaid

News Release

Flexi plan with daily price cap, to the Contract plan with real-time roaming spending control. With the introduction of the new tiered price plans, we have lowered the entry price to make the benefits of mobile broadband available to a much wider audience. This strengthens our triple play offering of mobile, fixed and broadband services to customers seeking quality, convenience and value.”

With SmarTone-Vodafone Mobile Broadband, customers will be able to get emails, browse their favourite sites, watch the latest videos, chat with friends on VoIP and MSN. It also offers the most extensive roaming coverage for HSPA/3G/GPRS with over 180 overseas destinations, allowing customers to stay connected effortlessly.

“Our innovation in mobile broadband technology continues, with the coming network upgrade which will support upload speed of up to 5.76Mbps. This will complement the current maximum download speed of 14.4Mbps already implemented in our network. Availability of higher speeds will provide an enhanced level of service for customers running more demanding business and professional applications,” adds Mr. Li.

Notes to Editor

Mobile broadband tiered price plans			
Price Plan	Local Data Usage	Speed	Contract period
\$188/month	Unlimited	Up to 3.6Mbps down/1.5Mbps up	24-month contract
\$348/month	Unlimited	Up to 7.2Mbps down/ 2Mbps up	24-month contract

Free USB modem with a 24-month contract

Terms and conditions apply