

SmarTone-Vodafone boosts HSPA broadband network with significant increase to upload speed

First mobile network in Hong Kong to increase capacity and speeds to support 14.4Mbps download and 5.76Mbps upload

Free speed upgrades for customers subscribing to all broadband plans

Hong Kong, 21 January 2008 – SmarTone-Vodafone today switched on a significant upgrade to its HSPA broadband network. Already the fastest broadband network in Hong Kong supporting up to 14.4Mbps downloads, it increased upload speeds to 5.76Mbps from 2Mbps. Thereby placing even greater distance between itself and its competitors and maintain its advantage as the fastest, most reliable and consistent performing HSPA broadband network in Hong Kong.

As a special Chinese New Year offer to the market, SmarTone-Vodafone will offer free upload speed upgrades to customers subscribing to all of its broadband plans: \$348 contract; \$188 contract; Day Plan or Flexi. This reinforces SmarTone-Vodafone's commitment to offer customers superior quality services at the best possible value.

Now with faster than ever broadband service through a single, ubiquitous HSPA network, at home, at work, or on the move, SmarTone-Vodafone broadband is always available to customers. Indoors or outdoors, upstairs or downstairs, on the MTR, the ferries and even inside tunnels.

“By launching our free upgrade offer to our existing* and new customers, they can now enjoy an even better broadband experience, connected to the things they care about on the Internet, no matter it’s for business or pleasure at blazing fast speeds and superb value,” says Mr. Douglas Li, CEO of SmarTone-Vodafone.

SmarTone-Vodafone offers four broadband plans: customers who demand top performance with unlimited local usage can choose the \$348 monthly plan which supports up to 5.76Mbps uploads and 7.2Mbps downloads. Or our best value plan giving unlimited local usage at speeds up to 2Mbps uploads and 3.6Mbps downloads for only \$188 a month. Both plans offer a free Vodafone Mobile Connect Modem on a 24-month contract. For customers requiring more flexibility, they can opt for the *Flexi* pay-as-you-use plan with charges capped at \$48 for unlimited use for the whole day with no contract or registration required. Alternatively, a \$68 per month contract plan is available for occasional users who need only pay \$18 per day on the days they use the service.

“At SmarTone-Vodafone, we have a long term commitment to wireless as the most efficient medium to deliver integrated total communications to customers at home, at work and anywhere in between. This way we will continue to enhance our unique proposition of providing a better service at the best value,” added Mr. Li.

Notes to Editor

SmarTone-Vodafone Broadband Price Plans		
Price Plan	Local Data Usage	New Speed
\$188/month [^]	Unlimited	3.6Mbps down/ 2Mbps up
\$348/month [^]	Unlimited	7.2Mbps down/ 5.76Mbps up
Day Plan	1GB, additional usage charged at \$2/MB	7.2Mbps down/ 5.76Mbps up
Flexi	\$2/MB, each day's charge is capped at \$48	7.2Mbps down/ 5.76Mbps up

[^]Free USB modem with a 24-month contract
Terms and conditions apply

***For Existing Customers:**

Customers with the Vodafone Mobile Connect K3715 modem can upgrade their devices at SmarTone-Vodafone customer centers. Customers subscribing to existing contract plans with modems other than K3715 are offered a special price of \$880 to purchase a new Vodafone Mobile Connect modem with an extended 6 months contract period.

Customer Centers:

1. Causeway Bay

Address: Room No. 1705-09, 17/F, Hang Lung Centre, 2-20 Paterson Street

Office hour: Mon-Sat: 10:00am-9:00pm

Sun/PH: 11:00am-9:00pm

2. Mongkok

Address: Rm 2110, 21/F, Park-in Commercial Centre, 56 Dundas Street

Office Hour: Mon-Sat: 10:00am-9:00pm

Sun/PH: 11:00am-9:00pm