

SmarTone-Vodafone announces partnership with HTC and unveils the New Generation Touch Cruise™

Unique customization boosts Internet and multimedia experiences for SmarTone-Vodafone customers

Hong Kong, 24 February 2008 – SmarTone-Vodafone today announced a partnership with HTC Corporation to unveil the New Generation Touch Cruise™ in Hong Kong. This latest Windows Mobile® smartphone is compact, stylish, and sports many new advanced features. Additionally, SmarTone-Vodafone has customized an on-screen menu with one tap icons that enables its customers to access the Internet and multimedia content at a flick of a finger, greatly enhancing ease of use.

“We are pleased to co-operate with HTC to bring this latest Windows Mobile® device to our customers. Windows Mobile® users can now enjoy all the benefits of SmarTone-Vodafone’s unique Internet on Mobile service, as well as our rich multimedia services. Furthermore, by inserting our SIM card into the handset, the customized on-screen menu will be automatically activated and our customers can access our numerous multimedia services with just one tap on the screen,” said Mr. Douglas Li, CEO of SmarTone-Vodafone.

The New Generation Touch Cruise™ supports broadband speed Internet surfing and downloads up to 7.2Mbps. SmarTone-Vodafone customers can take full advantage of this on its HSPA network, widely recognized for coverage, reliability and its fastest speed (14.4Mbps download, 5.76Mbps upload). Customers subscribing to SmarTone-Vodafone’s innovative and exclusive

Internet on Mobile service can enjoy an array of unique benefits: first, more videos from more websites than any other mobile network. Besides YouTube, customers can uniquely watch videos on demand from popular sites such as tv.on.cc, FLURL, Yahoo! HK Video, Youku, CNN and many more. Second, sharing of web content is made easy with one click to set up messages and emails to send to friends, bringing customers even closer. Furthermore, RSS links on webpages are automatically detected while browsing and can be accessed immediately at the click of a button on a proprietary on-screen toolbar providing instant viewing. Finally, for greater convenience, website bookmarks on a customer's PC and mobile can be easily synchronized also at the click of a button. All these features are unique to SmarTone-Vodafone and yet further evidence of its leadership in innovation and quality, delivering unbeatable experiences that allow customers to get closer to what matters to them.

With SmarTone-Vodafone, customers can easily and quickly enjoy a rich variety of multimedia content, highlights of which include Fone TV – a personal mobile TV service offering 26 channels of programming in stunning High Definition (HD Wide) clarity; MusicXS - unlimited music downloads for both PC and mobile of the latest releases and the widest music catalogue; News – the fastest delivery of clearly categorized breaking news by a professionally staffed newsroom, 24 x 7; Market Watch – real time digest of the local stock market, letting customers capture the essence of live market action in a matter of minutes.

With the breakthrough photo-tagging feature - HTC Footprints™, photos taken with the handset's built-in camera are tagged automatically with the exact GPS location and customers can append notes and audio clips to each photo for a rich and vivid momento. Together with

Google Maps™, customers can at any time retrace and navigate back to that location anywhere in the world.

The New Generation Touch Cruise™ comes with a 2.8" QVGA display and adopts the new 2D TouchFLO™ interface that responds smoothly to commands at a touch. Running on Windows Mobile® 6.1 Professional, it supports Microsoft outlook, calendar, address book, and all the office documents (Word, Excel, PowerPoint, active sync) one could ever need in a city whose business is business.

The New Generation Touch Cruise™ packs a 3.2 megapixel camera, a media player for music and video, and supports up to 16GB microSD memory card. WiFi and stereo Bluetooth capabilities round off this highly advanced and versatile handset.

Starting from 4 March, 2009, the New Generation Touch Cruise™ will be available in all SmarTone-Vodafone stores. Customers can purchase this new handset at a very attractive price by subscribing to the IOM Value Pack and one of the multimedia services.

In addition, customers can get a free Wireless Smart Plug that can turn the New Generation Touch Cruise™ into a modem to connect their laptops to the Internet. By subscribing to the great value Duo Broadband plan which charges only a minimum of \$50/50MB per month and capped at \$298 for unlimited broadband connectivity for both PC and mobile, customers get the best value in town.

“HTC is a global leader in smartphone innovation and design and we will continue to extend the partnership with HTC to bring more exciting new handsets in the future. Coupled with our innovative and unique services, unrivalled network and great value offers makes for a compelling proposition and reinforces our promise to bring customers closer to the things that matter to them, “add Mr. Li.

Notes to the editor

Retail price: \$4,480

Contract offer:

Special price	\$2,480*
IOM Value Pack subscription	\$136 - 1600 voice mins - 600MB Internet browsing - 300 FoneTV mins
Value-added service subscription	\$18 or above
Contract month	18 month
FREE	Wireless Smart Plug & Touch Cruise™ Car Cradle

* Customer to pay \$3,580 upon purchase. \$1,100 will be credited to customer over the contract period.

Great value Duo Broadband Plan

Monthly fee	\$50
Local Internet access on both smartphone and PC	50MB* *Thereafter \$15/15MB. Capped at \$298 for unlimited local usage.

Features

- HSDPA 7.2Mbps, WCDMA 900/2100MHz, GSM Quadband
- Dimension : 102mm x 53.5mm x 14.5mm
- Weight : 103g
- Standby time : 400 hours
- Talk time : 375 mins
- Windows Mobile® 6.1 Professional
- Processor : Qualcomm® MSM7225™, 528MHz
- Memory : 512MB ROM / 256MB RAM
- Opera and Internet Explorer Mobile browsers
- 2.8" QVGA TFT touch screen
- HTC TouchFLO™, 4-Way Navigation Wheel with Enter button
- Camera : 3.2 megapixel
- Video supported format : WMV, ASF, MP4, 3GP, 3G2, M4V, AVI
- Audio supported format: AAC, AAC+, eAAC+, AMR, AWB, QCP, MP3, WMA, WAV, MIDI
- Internal GPS antenna
- Supports up to 16GB microSD™ card
- USB 2.0/ WiFi 802.11 b/g
- A2DP for stereo wireless headsets



* The standby time and talk time quoted are supplied by the mobile phone manufacturer. Actual performance varies according to different operating environments.