

SmarTone-Vodafone moves into the home, offering the new Home Broadband and Phone Service

Combining two services for the whole household at one great price

Hong Kong, 20 May 2009 – Continuing its progress as a leader in total communications services spanning the mobile, fixed-line and broadband markets, SmarTone-Vodafone today launched its Home Broadband and Phone Service. Delivered on its super-fast HSPA network, the new service offers unrivalled convenience and flexibility, outstanding service and superb value. This integrated broadband and telephone service for the home costs only \$148 per month.

“Customers subscribing to this new service can take home our wireless gateway, power it up anywhere in the home and get online. It is as simple as that. What’s more, this little box packs a Wi-Fi access point and also provides for up to 4 LAN cable connections. This is easily enough for most households, giving everyone convenient broadband access in the home,” said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. “A new innovation allows a customer to plug their existing analogue home telephone into the wireless gateway and enjoy our residential phone service right away.”

SmarTone-Vodafone can help customers to port over their existing fixed-line telephone numbers from other networks. If customers want a new number, or their existing fixed-line telephone contracts have not yet expired, they can still enjoy SmarTone-Vodafone’s residential phone service

immediately, as every wireless gateway is pre-allocated with a new fixed-line telephone number.

To enjoy the new Home Broadband and Phone Service, there is no need for technician visits for installation. Customers don't need to make appointments or wait around. If customers move house, a simple call beforehand is all that is required to restart the service in their new residence.

SmarTone-Vodafone is bringing its renowned customer service to the residential broadband and telephone service markets. If customers need assistance or even more advanced technical support, they can call a dedicated 24-hour hotline. Additional services include expert advice and consultancy for PC and LAN-related problems, as well as F-Secure PC Protection. For even greater convenience, all the SmarTone-Vodafone services enjoyed by the household can be consolidated into a single account that can be managed online at any time.

The wireless gateway provides broadband speed of up to 7.2Mbps down and 2Mbps up. Customers can go online all they want and use any application they want, confident that SmarTone-Vodafone's network provides super-fast speeds, exceptional stability and can accommodate large numbers of simultaneous users.

"With the launch of the Home Broadband and Phone Service, we are also adopting a new brand expression in our communications, "Love the difference". This new strap line fully encapsulates the unique proposition that our brand represents and the innovation, quality, service and value that we offer to the marketplace. Our entry into the fixed broadband and residential telephone service

markets gives consumers a new standard of service, unbeatable convenience and superb value, which we are confident they will embrace,” adds Mr. Li.

Notes to editor:

SmarTone-Vodafone Home Broadband and Residential Phone Service	
Monthly Fee	\$148
Speed	7.2Mbps Download / 2Mbps Upload
Free Device Rental	Free Rental HSPA Wireless Gateway
Contract period	24 months*
Inclusive VAS	Caller display, Call forwarding, Call waiting, Call conference
Other services	Voicemail \$25/mth + \$5/mth with Call Screening Connecting Tone monthly fee \$20/mth (includes one song)
F-Secure PC Protection	\$12/mth Includes virus & spy protection, firewall, spam control and parental control

*For non-auto-credit transfer customer, a deposit or \$1,200 is required, refundable upon termination of service

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