

## SmarTone-Vodafone to bring iPhone to Hong Kong on January 23

**Hong Kong** - [22 January 2010] – SmarTone-Vodafone announced that it will launch iPhone in Hong Kong on January 23. iPhone 3GS and iPhone 3G will be available with a range of tariff plans tailored for iPhone customers.

iPhone 3GS is the fastest, most powerful iPhone yet, packed with incredible new features including improved speed and performance - up to twice as fast as iPhone 3G - with longer battery life, a high-quality 3 megapixel autofocus camera, easy to use video recording and hands free voice control. The groundbreaking App Store provides access to more than 100,000 applications from games to social networking to financial planning and health management, generating more than three billion downloads to date. iPhone is now available in over 80 countries around the world.

"We are delighted to bring iPhone to our customers in Hong Kong," said Douglas Li, CEO of SmarTone-Vodafone. "They will enjoy an exceptional experience with iPhone on our powerful network, as well as easy access to our many exclusive services."

In addition to a faster network performance, SmarTone-Vodafone will offer exclusive services, including access to 26 channels of live TV and on-demand videos, as well as the option to enjoy more videos online than any other Hong Kong network. Customers will also benefit from free hands-on workshops and personalized app recommendations to help them get the most from their iPhone.

SmarTone-Vodafone has created three special price plans for iPhone customers, all with data bundles and capped data charges giving customers greater flexibility to explore and enjoy iPhone. Plans also include free Wi-Fi and a free subscription to either top Hollywood showbiz channel E! Entertainment News or the Cantonese language gossip channel 娛樂台。

Customers can now register for pre-sale and priority access to iPhone launch party, to be held at New Town Plaza, Shatin at 2:30pm on January 23 at [smartone-vodafone.com/iphone](http://smartone-vodafone.com/iphone). Customers will receive an exclusive free gift upon purchase. The launch party will include live performances from popular artists, including Stephy Tang and Alex Fong, together with Kary Ng, Terence Siufay and at17. Celebrity DJs Sammy and Siu Yee will host the event.

Price plans:

Monthly fee	\$138	\$248	\$398
Voice minutes (basic + intra)	1400 (800 + 600)	2100 (1200 + 900)	3900 (2400 + 1500)
<b>Data bundle</b>	<b>100MB</b>	<b>500MB</b>	<b>Unlimited</b>
Intra SMS	Unlimited	Unlimited	Unlimited
Picturemail / moviemail	-	20	40
<b>iPhone 3G 8GB</b>	<b>\$2,900</b>	<b>\$0</b>	<b>\$0</b>
<b>iPhone 3GS 16GB</b>	<b>\$3,680</b>	<b>\$1,180</b>	<b>\$0</b>
<b>iPhone 3GS 32GB</b>	<b>\$4,480</b>	<b>\$1,980</b>	<b>\$780</b>

*For \$138 and \$248 price plans, thereafter data charge is \$10/5MB, capped at \$298/month. All price plans require subscription to a 24-month contract.*

For further information, please visit [www.smartone-vodafone.com/iphone](http://www.smartone-vodafone.com/iphone)

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