

SmarTone-Vodafone to Bring iPhone 4 to Hong Kong July 30

Hong Kong, 28 July 2010 – SmarTone-Vodafone today announced it will launch iPhone 4 in Hong Kong on July 30.

iPhone 4 features FaceTime, which makes the dream of video calling a reality, and Apple's stunning new Retina display, the highest resolution display ever built into a phone, resulting in super crisp text, images and video. iPhone 4 also features a 5 megapixel camera with LED flash, HD video recording, Apple's A4 processor, a 3-axis gyro and up to 40 percent longer talk time—in a beautiful all-new design of glass and stainless steel that is the thinnest smartphone in the world. iPhone 4 comes with iOS 4, the newest version of the world's most advanced mobile operating system, which includes over 100 new features. The revolutionary App Store provides access to more than 200,000 apps including the new iMovie app built just for iPhone 4.

"We are delighted to offer iPhone 4 to our customers in Hong Kong who will be able to make the most of this exceptional device on our powerful network," said Mr. Douglas Li, CEO of SmarTone-Vodafone. "In addition, our range of exclusive services and unrivalled customer care ensure customers will love the difference on our network."

Existing SmarTone-Vodafone customers will be able to enjoy special upgrade offers to get iPhone 4. Customers with handset plans can extend their contracts by an additional 24 months, while customers with SIM Only plans can replace their existing contracts immediately.

SmarTone-Vodafone's exclusive services let customers enjoy more of the Internet, such as access to 26 channels of live TV and on-demand videos. The SV Apps panel provides one-touch access to exclusive multimedia services, ranging from news, finance and entertainment, to merchant offers and travel assistance when overseas.

Notes to editor

Pricing and tariff information:

	Plan 1	Plan 2	Plan 3
Monthly fee	\$138	\$248	\$398
Voice min	1400 (800 basic + 600 intra)	2100 (1200 basic + 900 intra)	3900 (2400 basic + 1500 intra)
Intra SMS	Unlimited	Unlimited	Unlimited
Data credit	100MB	500MB	Unlimited
iPhone 4 16GB	\$3,480	\$980	\$0
iPhone 4 32GB	\$4,280	\$1,780	\$580
iPhone 3GS 8GB	\$2,680	\$0	\$0

All plans require 24-month contract, and all prices in HKD. For further information, please visit www.smartone-vodafone.com/iphone