

Our name is SmarTone again

(Hong Kong, 30th October, 2011) – SmarTone Telecommunications Holdings Limited announced today that its operating subsidiary in Hong Kong has changed its name back to SmarTone with immediate effect. Customers will now see the new SmarTone logo at all retail stores, at all the various touch-points, and in all communications.

These changes result from the ending of the marketing arrangement with Vodafone Group Plc. Customers will not be affected in any way as all services will continue unchanged and all agreements remain valid.

"The world we live in changes all the time, but we have constantly remained true to our ethos. We believe that people have the power to make each day better than the last and that's why we challenge the status quo in all that we do to create more valuable experiences for our customers," said Mr. Douglas Li, CEO of SmarTone.

From network performance, service innovations, to customer care, SmarTone will continue in its restless search to empower its customers to do more, enjoy more and be more.
