

SmarTone Launches emporiaELEGANCEplus with HelpNow on Mobile

(Hong Kong, 27 April 2012) SmarTone has today announced the launch of the exclusive emporiaELEGANCEplus, an international award-winning feature phone with sleek, minimalist design that is intuitive to use and comes with practical features and clever details.

“Many customers tell us they can’t find phones that are really simple to use, and which are not laden with functions that they don’t need,” said Mr. Douglas Li, CEO of SmarTone. “Customers have also complained of phone displays being difficult to read as well as keypads with keys that are too small. The emporiaELEGANCEplus addresses these needs.”

The emporiaELEGANCEplus is sourced from Emporia, a designer phone brand from Austria that is enjoying great success in many European markets. Emporia specializes in mobile phones for those whose main priority is ease-of-use, simple menu navigation, and contemporary designs that combine practicality with style.

The emporiaELEGANCEplus’ clean and accessible design boasts a large and extra bright OLED display which is clearly visible even under sunlight. Its keypad features large keys with clear pressure points that provide an audible click when pressed, making calling and texting a breeze as well as being less prone to errors. Over-sized external side buttons

control key functions, reducing menu navigation to a minimum. Extra powerful speakers, loud ring sound and strong vibration help avoid missing calls.

SmarTone customizes the emporiaELEGANCEplus with a large dedicated HelpNow on Mobile button on back of the phone to connect to its new HelpNow on Mobile service. The HelpNow Response Team is staffed by trained and experienced agents who are available 24/7 to provide urgent response to customers' request for assistance. Should the unexpected happen, whether it be minor concern or anxiety, or tension, all the way to an emergency, help is always at hand.

Customers can get the emporiaELEGANCEplus and the HelpNow on Mobile service for \$168 per month, on a 24-month contract.

For customers who wish to get the emporiaELEGANCEplus but also want to access Internet services, they may subscribe to a special promotion for the emporiaELEGANCEplus and a Samsung Galaxy Note at \$468 per month on a 24-month contract, with HelpNow on Mobile provided for free.

For more information on emporiaELEGANCEplus and HelpNow on Mobile, please visit www.smartone.com/eleganceplus and www.smartone.com/HelpNowOnMobile.

Notes to Editors:

emporiaELEGANCEplus has won international awards including:

- iF Design Gold Award 2011
- PlusX Award for Design and Ease of Use 2011
- Universal Design Award Consumer Favourite 2011
- Universal Design Award 2011
- Focus Open Silver Award 2010

Subscription Offer of emporiaELEGANCEplus

Monthly Fee		\$168
Handset price		\$0
Voice mins	Basic	1200
	Intra	500
HelpNow on Mobile		Free
Service included		<ul style="list-style-type: none"> • Intra SMS • Voicemail, call forwarding, caller number display, call waiting and conference call

Remarks:

- This monthly plan requires a 24-month contract and a refundable prepayment. The refundable prepayment amount is \$980 and will be credited to the customer over the contract period.
- Thereafter charge for voice minutes is \$0.9/minute (rounded up to full charge units for computation purpose).
- Customers are required to pay an admin fee of \$12/month.
- Using the HelpNow on Mobile service overseas requires the Smart IDD service and standard roaming charges apply.

Special Bundle Offer for emporiaELEGANCEplus and Samsung Galaxy Note

		emporiaELEGANCEplus	Samsung Galaxy Note
Monthly Fee		\$468	
Handset price		\$0	\$0
Voice mins	Basic	1200	-
	Intra	500	-
HelpNow on Mobile		Free	Free
Local data usage		-	Unlimited*
Service included		<ul style="list-style-type: none"> • Intra SMS • Voicemail, call forwarding, caller number display, call waiting and conference call 	

Remarks:

- This monthly plan requires a 24-month contract, a subscription to other services costing not less \$36/month and a refundable prepayment are required. The refundable prepayment amount is \$5,280 and will be credited to the customer over the contract period.
- The HelpNow on Mobile service can be accessed on both handsets under this monthly plan.
- Customers are required to pay an admin fee of \$12/month.
- Using the HelpNow on Mobile service overseas requires the Smart IDD service and standard roaming charges apply.

For details of HelpNow on Mobile, please refer to another press release “SmarTone Launches HelpNow on Mobile” issued today.
