

## SmarTone to Offer iPhone 5 in Hong Kong on September 21

HONG KONG—September 15, 2012—SmarTone today announced it will offer iPhone 5 to customers in Hong Kong beginning Friday, September 21. iPhone 5 will be available starting at a suggested retail price of \$0 for the 16GB model, \$880 for the 32GB model, and \$1,580 for the 64GB model. In addition, iPhone 4S and iPhone 4 will be available for \$0 beginning today. SmarTone will allow iPhone 5 customers to connect to its fast HSPA+ and LTE networks.

iPhone 5 is the thinnest and lightest iPhone ever, completely redesigned to feature a stunning new 4-inch Retina display; an Apple-designed A6 chip for blazing fast performance; and ultrafast wireless technology—all while delivering even better battery life. iPhone 5 comes with iOS 6, the world's most advanced mobile operating system with over 200 new features including: the all new Maps app with Apple-designed cartography and turn-by-turn navigation; Facebook integration; Passbook organization and even more Siri features and languages.

"We could not be more excited to introduce iPhone 5 on our new 4G network in Hong Kong," said Mr. Douglas Li, CEO of SmarTone. "iPhone 5, together with SmarTone's 4G superior 1800 MHz radio coverage and its supporting services, will provide SmarTone customers with an unbeatable mobile broadband experience in Hong Kong."

Pricing and details for iPhone:

Plan	Plan 1	Plan 2	Plan 3
Monthly Fee	HKD 248	HKD 398	HKD 418
Voice (minutes)	1200 - Any Net 900 - On Net	2400 - Any Net 1500 - On Net	2400 - Any net 1500 - On Net 30IDD <sup>#</sup>
SMS	Unlimited <sup>^</sup>	Unlimited <sup>^</sup>	Unlimited <sup>^</sup>
Local data (MB)	500	Unlimited <sup>*</sup>	Unlimited <sup>*</sup>
	* Once you have reached the monthly fair usage of 5GB, you can still continue to use the service. However, you will be given lower priority to access the network resources, where your experience may be affected when the network traffic is busy.		
iPhone 5 16GB	\$1,580	\$380	\$0
iPhone 5 32GB	\$2,380	\$1,180	\$880
iPhone 5 64GB	\$3,080	\$1,880	\$1,580
iPhone 4S 16GB	\$780	\$0	\$0
iPhone 4 8GB	\$0	\$0	\$0

According to OFCA's guidelines for the Fair Usage Policy, your data access speed (upload and download) will not be restricted to less than 128kbps.

<sup>#</sup> IDD minutes applicable to 10 destinations: China, USA, Canada, Australia, UK, Taiwan, Singapore, Japan, Macau, and Malaysia.

<sup>^</sup> Intra SMS only

For further details please visit <http://iphone5.smartone.com/en/>.

For more information on iPhone 5, please visit: [www.apple.com/iphone](http://www.apple.com/iphone)

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