

SmarTone Launches “Have It Your Way Only on Hong Kong’s Most Powerful Network” Campaign for Unique Smartphone Services

(Hong Kong ,October 11, 2012) SmarTone has today announced a marketing campaign for three key services designed to meet the needs of customers running the latest iOS, Android and Windows Phone operating systems on their smart devices. Based on the theme of “Have It Your Way Only on Hong Kong’s Most Powerful Network” the marketing campaign highlights SmarTone’s unique ability to provide services and experiences that customers desire.

“We’ve observed that Hong Kong customers frequently use Google Maps[#] and its associated Street View[#], not only in Hong Kong, but when they travel abroad. Customers also tell us that they value the ability to play Flash^{*} videos when browsing online. The latest smartphones do not fully meet these needs and we decided to take on the challenge of creating services with our proprietary technologies that do,” said Douglas Li, CEO of SmarTone. “Our research has also shown that our customers are increasingly storing their content in the cloud, and as always, we seek new ways to add value to customers.”

Street View To Go

Street View To Go gives SmarTone customers one-click access to Google Maps. Navigation of the map and placement of any specific location under the crosshairs is very easy and with a touch of a button, the precise location under the crosshairs is shown on Street View. This ease of use is unrivalled among both webapps and native apps.

See details at: smartone.com/streetviewtogo

X-Power

Flash video, which remains a popular video format online, is no longer viewable on the current generation of smart devices. This means Hong Kong people are increasingly denied of video content that they value. With X-Power, SmarTone customers can access these videos on their smart devices without fuss.

See details at: smartone.com/xpower

Cloud Storage Manager

As more people start to save their data to the cloud, the importance of secure cloud storage is growing. Cloud Storage Manager offers military grade encryption, protecting its users in the event of a data breach in the cloud. With Cloud Storage Manger, SmarTone customers also get FREE and infinitely expandable cloud storage that allows them to access their files from different devices and mobile operating systems. Stored content can be easily shared via Facebook, Email and SMS.

See details at: smartone.com/cloudstoragemanager

“At SmarTone, we are always focused on customer needs and the customer experience. We innovate with our proprietary technologies to deliver uniquely useful services, and we are confident that SmarTone customers will love the difference.”



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News Release

SmarTone's "Have It Your Way Only on Hong Kong's Most Powerful Network" campaign begins Friday, October 12, with a series of TV commercials. The first TV commercials will be on air on TVB Jade at 9.45pm, 10.15pm and 10.30pm.

Preview of the full campaign at: smartone.com/adcampaign

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Google Maps and Street View are owned by Google Inc.

* Flash is the property of Adobe Systems Incorporated

Note to Editors:**Street View To Go ^**

Service fee	\$15/month
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X-Power

Mobile	\$36/month
Tablet	\$48/month

Cloud Storage Manager

Basic ^	\$15/month
Optional add-on content encryption feature (coming soon)	\$20/month

^ Customers signing up for \$418 iPhone Bundled 4G Plan during the promotional period can choose one of these two services free for the duration of their contract period.

Please refer to www.smartone.com for the terms and conditions of these services.