



## Press Release

### **3 Hong Kong Launches Stylish Yahoo! 3reedom Unlimited Free Access to 20 Yahoo! Hong Kong Websites One World with Seamless Lifestyle Connection**

Hong Kong, 23 July 2009 - 3 Hong Kong, the mobile operation of Hutchison Telecommunications Hong Kong Holdings Limited, (SEHK: 215) today launched a new and stylish USB modem, Yahoo! 3reedom, allowing users to have unlimited free access to 20 Yahoo! Hong Kong websites and applications\* anytime anywhere. The latest USB modem, launched in conjunction with the leading Internet portal Yahoo! Hong Kong, is poised to further promote the daily application of mobile data service, delivering seamless lifestyle experience to all walks of life.

#### **Encouraging mobile data application in daily lives**

As the leading 3G mobile operator in Hong Kong, 3 Hong Kong has spearheaded the development of mobile broadband services since 2006, bringing to the market innovative initiatives such as Easy Plus, a flexible mobile data tariff plan and 3reedom, a series of USB modems supporting download speed of up to 7.2Mbps. 3reedom, featuring 21 stylish designs for selection, allow users to connect wirelessly everywhere over 3 Hong Kong's HPSA network.

Ms Amy Lung, Chief Operating Officer of Hutchison Telecommunications Hong Kong Holdings Limited said, "Mobile broadband has undergone rapid development over the past few years and become an integral part of our daily life. 3 Hong Kong has been steering the development of mobile broadband with ground-breaking initiatives such as mobile 3.0, a mobile data platform pioneered last year. With our dedication to introduce innovative products, applications and contents to cater the varied lifestyle needs, we now take a further step again to launch Yahoo! 3reedom for our customers, presenting the first crossover between telecommunications and Internet industries in Hong Kong. Yahoo! 3reedom also brings in the first mobile data service concept with unlimited free access to the most popular Yahoo! Hong Kong websites, further facilitating the popularisation of mobile data application."

Mr Alfred Tsoi, Managing Director of Yahoo! Hong Kong Limited said, "We are pleased to partner with 3 Hong Kong to introduce Yahoo! 3reedom, allowing users to enjoy truly Internet mobility. Yahoo! Hong Kong marked the 10<sup>th</sup> consecutive year as the city's leading portal, advancing the city into Web 2.0 era and enabling Hong Kong users to connect with the world on the latest beats anytime anywhere. Yahoo! 3reedom enables users with indispensable experience to freely access to Yahoo! Hong Kong websites and applications. Together, we



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can increase usage of Internet Broadband services. Moving forward, we are committed to enhancing the mobile Internet experience, bringing users a more personal Internet, empowering them to do more with the web by delivering relevant information and instant answers to customers where they can access the world anytime anywhere."

### **Unlimited free access to 20 Yahoo! Hong Kong websites**

With Yahoo! 3reedom, users can have unlimited free access to 20 most popular Yahoo! Hong Kong websites and functions that are closely linked to their daily lives, including news, information, social networking and communications tools , etc.

Yahoo! 3reedom supports HSPA of 7.2Mbps which enables customers to surf internet anytime anywhere. Other key features include auto-installation, tailor-made dial-in program connecting to Yahoo! links and SMS function. Same as other 3reedoms, Yahoo! 3reedom is compact in size with fashionable design in either black or white colour.

### **Up and coming stars Tiffany Tang and Kimi Qiao in the latest 3HK's advertising campaign**

3 Hong Kong strives to deliver seamless lifestyle experience to customers on the well-established mobile 3.0 platform. 3 Hong Kong will roll out a brand new advertising campaign, featuring the convenient connection of the mobile data service in our daily lives by two up and coming new stars- Tiffany Tang and Kimi Qiao with different refreshing styles on print and TV advertisements.

### **Unique and flexible Yahoo! 3reedom EasyPlus Tariff Scheme**

On top of innovative products, 3 Hong Kong also led the market in launching a flexible mobile data tariff scheme, EasyPlus last year, catering to the needs of different customer segments. The most value-for-money monthly plan of Yahoo! 3reedom is as low as HK\$98 which includes 100Mb local mobile data usage. The thereafter charge will be \$0.01 / Kb and capped at HK\$188. Free Wi-Fi service is also available for Yahoo! 3reedom users to experience the Internet world with no hassle.

For more information about the product feature and service plan of Yahoo! 3reedom, please visit 3 Hong Kong's website ([www.three.com.hk](http://www.three.com.hk)) or Yahoo! Hong Kong's website ([hk.yahoo.com](http://hk.yahoo.com)), any 3Shop or call the hotline at 3162 8888.

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\*Local data usage will be waived to access Yahoo! Hong Kong front page and 20 specific services during contract period. Free Yahoo! Hong Kong specific services are: Yahoo! Hong Kong front page, Mail, 新聞, 財經, 體育, Video, 友緣人, 音樂, 電影, Style, 星相, 旅遊, 去邊度, 拍賣, 字典, 聰明筆, 知識+, BLOG, Games, 人氣 及 討論區.

^The specific content services will be subject to change without prior notice. Please refer to Yahoo! 3reedom mini-site. ([www.three.com.hk/yahoo3reedom](http://www.three.com.hk/yahoo3reedom)) for details and update.

# The handset price of Yahoo! 3reedom is \$380. Customers are also required to subscribe the designated tariff plan with 24 months contract commitment, in addition to monthly Channel and Mobile License fee of \$12.

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