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Exclusive Launch of 3 Hong Kong's "WeiBo Express" Service

*Unlimited MMS Update from Idol's WeiBo
Social King establishes 3 as the Leading Mobile Social Networking Service Platform*

Hong Kong, 24 June 2010 - Hutchison Telecommunications Hong Kong Holdings Limited ("Hutchison Telecom Hong Kong Holdings"; SEHK: 215) today announced that 3 Hong Kong, its mobile operation, is launching the exclusive "WeiBo Express" service with SINA Hong Kong Limited, enabling a wide number of celebrities' fans to receive unlimited MMS updates from their idols' WeiBo.

Additionally, 3 Hong Kong customers can enjoy unlimited access to Sina WeiBo, thereby enabling them to receive the latest updates from the idol of their choice by subscribing to "www3-Social Unlimited" monthly plan in the "Social King" service zone, at a monthly fee of \$38.

Cooperation with Sina WeiBo demonstrates 3 Hong Kong's leadership in Social Networking Service

Raymond Ho, Head of Content Management of 3 Hong Kong, believes that social networking services have become a trend, and noted that the "Social King" service zone established on the "Planet 3" mobile portal years ago has been a great success. With many popular social networking services available on it, including Facebook, Windows Live Messenger and 3messenger, customers can enjoy the fun of being connected through their mobile phone. With this new and only official service acknowledged by SINA Hong Kong Limited in place, 3 Hong Kong's leadership in the realm of social networking service today is unmatched on the island-state.

Salina Ghafur, Person in Charge of SINA WeiBo, Hong Kong Market revealed that SINA's WeiBo has been well-received by netizens in Hong Kong and the Mainland since its launch in August 2009. As of April 2010, the number of registered users has surpassed 10 million, with more than 2,000 Hong Kong artists and celebrities being one of the many frequent WeiBo users. With an extensive 3 Hong Kong 3G customer base and its rich experience in promoting the usage of social networking services, the cooperation between SINA WeiBo and 3 Hong Kong on the launch of "WeiBo Express" service will certainly stimulate Hong Kong users' interest in Sina WeiBo.



A member of the HTHKH Group
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Exclusive Launch of “WeiBo Express” Service at \$8 Per Month

For fans who would like to be alerted on their idols’ updates, 3 Hong Kong has launched the first “WeiBo Express” alert service officially endorsed by SINA. Through this unique technology, every newly-posted text or photo made by a user’s chosen idol will be pushed to their fans’ mobile phones via MMS free of charge. Once a user subscribes to the “WeiBo Express” service at a monthly fee of \$8, customers are allowed to follow up to 100 Sina WeiBo’s users, and will receive an unlimited amount of MMS from these WeiBo[#]. Also, new customers to the service can even enjoy a two-month free trial.

“WeiBo Express” service also includes a free bonus feature of unlimited MMS alert on Facebook and POP3 email update.

Unlimited Access to Social Networking Services with a Monthly Fee of \$38

To follow an idol’s WeiBo every minute and second of the day, fans can choose the “www3-Social Unlimited” monthly plan with 3 Hong Kong. With this plan, subscribers can surf an artiste’s WeiBo boundlessly and follow every move made by their idols. Once users subscribe to the “www3-Social Unlimited” monthly plan, no extra data charges will be levied for local access, and users just surf like they would with their PCs. The “www3-Social Unlimited” monthly plan is priced at \$38 per month and an extra 50MB local data usage* will be given for other purposes.

**Thereafter local data usage will be charged in accordance to the monthly plan of EasyPlus value-added data service.*

For more information on pricing and tariff plans of 3’s “WeiBo Express” service and “www3-Social Unlimited”, please call our customer hotline at 3162-8888 or visit 3Shops or browse our website at www.three.com.hk.

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