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Press Release

**Exclusive Launch of 3 Hong Kong's Innovative One-stop 3Books Service
Unlimited Access to The Largest Mobile e-Magazine, e-Fiction and e-Comics Store
Brings Users A Brand-new Reading Experience**

- Partners with many famous local and overseas publishers and magazine publishing companies to provide over a million local and foreign fiction publications, magazines and comics
- Full support for iPhone and Tablet PCs, bringing epoch-making e-book reading pleasure to users
- Launches "24Reader," a tailored-made \$38 monthly plan for 3 Hong Kong's customers, enabling them to read more than 1,000 selected titles and the latest local and foreign magazines, with a two-month free trial thrown in.

Hong Kong, 19 July 2010 - Hutchison Telecommunications Hong Kong Holdings Limited ("Hutchison Telecom Hong Kong Holdings"; SEHK: 215) today announced that 3 Hong Kong, its mobile operation, has launched its 3Books service, an exclusive one-stop mobile e-Book platform. With over a million books in its electronic book collection, accessible via fashionable platforms such as the iPhone and tablet PCs, 3Books service offers users the most refreshing and entertaining experience in reading pleasure. Through its advanced technology, enormous variety of books and reasonable pricing, 3Books service has indeed spearheaded a new e-book reading trend.

The Largest Mobile e-Book Store leading a Brand-new Electronic Reading Trend

Raymond Ho, Head of Content Management of 3 Hong Kong believes that the launch of the hottest smart phone and tablet PC - the iPhone 4 and the iPad - will certainly stir up a new wave of e-book reading trend around the globe. According to marketing research on the China market, the number of e-book readers on the mobile platform has increased sharply by 19.12%# compared to last quarter, surpassing 192 million in the first quarter this year. As one of the foremost trendsetters in the world, Hong Kong has also shown a rapid growth for demand in electronic books. 3 Hong Kong being the leading 3G service provider in Hong Kong, has been the first to capture this opportunity and has partnered with many local and overseas e-book content providers, publishers and magazine publishing



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companies in order to offer customers the largest e-book database in Hong Kong. The launch of 3Books symbolises a breakthrough in the local e-book reading market, which allows users to read books of different genres and from different publishers via their iPhones and tablet PCs. Raymond also adds that 3Books can soon support other platforms such as Android and PC operating systems, enabling customers to choose their books at anytime and anywhere thereby giving them the joy of e-book reading.

Partners with Famous Publishers to provide Diversified Content

To provide customers with Hong Kong's largest mobile electronic book store, 3 Hong Kong has partnered with many famous, renowned local and overseas publishers, including "24Reader," Hong Kong's largest electronic reading content aggregator; "Media Chinese e-Book" and "Media Chinese Netzines," which offer a collection of books and top-tier Chinese-language magazines published by Ming Pao. Also included are other publishing branches under Media Chinese International Limited including "PMT Digital Publishing," which provides readers with legendary comics, magazines and portrait-albums; "in3D," which is the world's first lifestyle e-magazine with 3D effects; "Handheld Culture," which is the pioneer in the Chinese e-book reading culture, as well as "KOBO," which comprises millions of English books.

3Books provides readers with a huge amount of local and foreign books of various genres and diversified content, ranging from magazines, classics, best-sellers, portrait-albums and English books all of which suit a variety of customers' needs. Some of the titles you can find in 3Books include "CUP Magazine", comic titles from Jonesky and Comics World, "East Touch", "East Weekly", "Ming Pao Weekly", "Umagazine Bible", "in3D" and many others. Magazines will be updated with the latest printed-copies simultaneously, ensuring the most updated information will be available to all readers. Some new publications that will be published during the period of "Book Fair" will also be found in 3Books.

** Handheld Culture, "KOBO" and the magazine "in3D" will soon be landed in "3Books".*

Full-support for the iPhone and iPad bringing Brand-new Reading Experience to Customers

3Books now fully supports platforms such as the iPhone and iPad. With unique features available on these platforms, customers can enlarge or reduce the font and photo size in accordance to their preferences, largely increasing the flexibility in reading. Comic titles ranging from Jonesky and Comics World even contain realistic sound and animation effects that will add more fun when reading the comics. 3Books will also soon support Android and other PC operating systems to provide users new levels of convenience and fun.

Simple Pricing of "24Reader" and 2-month Free Trial to 3 Hong Kong's Customers during Promotion

3 Hong Kong's customers can enjoy exclusive access to over a million books, magazines and comics. Once a user subscribes to the basic channel of "24Reader" at a monthly fee of \$38, the customer will be

entitled to an unlimited access to thousands of books and magazines provided by 24Reader and these titles will be updated monthly. In addition, 3 Hong Kong's subscribers can enjoy a 2-month free trial during the promotion period, and also have the privilege to exclusive discounts for the purchase of books and comics.

Exclusive 3Books' Service & Benefits Available for 3 Hong Kong's Customers

Supplier of e-Book	Exclusive Discounts
24Reader	<ul style="list-style-type: none"> • "24Reader" Basic Channel: Customers can read over 1,000 Chinese and English fiction and non-fiction books, magazines, such as "CUP Magazine", "East Touch" and "East Weekly" at a monthly fee of \$38. (3 Hong Kong's subscribers can enjoy two-month free trial) • "Umagazine Bible" Channel: \$38 • Cross Media Channel: \$30 / month • Japanese Girls Comics Channel: \$20 / month
Media Chinese e-Book & Media Chinese Netzines	<ul style="list-style-type: none"> • Media Chinese e-Book: 20% off • Media Chinese Netzines: 10% off
PMT Digital Publishing	<ul style="list-style-type: none"> • "Storm Warriors II Comics": 10% off • "Leanne Ho Tout d'abord Portrait Album": 20% off • PMT Netzines- Comic Titles from Jonesky & Comics World: 10% off • PMT Netzines- "Auto Asia Weekly": 20% off

*Remarks: * Handheld Culture", "KOB0" and the magazine "in3D" will soon be landed in 3Books. Related discount details will be announced later.*

For more information on 3 Hong Kong's 3Books service, please call our customer hotline at 3162-8888 or visit 3Shops or browse our website at www.three.com.hk.

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