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## **3 Hong Kong leads the way by a powerful integration of Fixed-line, Mobile and Wi-Fi services with groundbreaking debut of 3ree Broadband brand**

**3 Hong Kong kicks off a new fibre-optic era with  
unlimited broadband communication and infinite room to dream**

**Launching the city's most best-value 100M Residential Broadband Service and  
a host of pleasant surprises -  
Free 100M Residential Broadband Service for the first six months or  
30 months of free Residential Telephone Line Service**

Hong Kong, 22 July 2010 - Hutchison Telecommunications Hong Kong Holdings Limited ("HTHKH", "Group", SEHK: 215) today announced the incorporation of the Residential Fixed-line Service provided by its subsidiary Hutchison Global Communications into "3". The service, comprising Residential Broadband, Residential Telephone Line and IDD 0080, has been integrated with 3 Hong Kong's mobile and Wi-Fi wireless Internet access services to form a strong new brand- "3ree Broadband"-bringing the great potential of the fixed and mobile networks into full play. 3ree Broadband integrates fixed line, mobile and Wi-Fi services to provide a one-stop solution for cutting-edge broadband services, taking the lead in further strengthening fixed-mobile convergence and launching a new fibre-optic era offering broadband customers a fresh experience with room to dream-and fulfill-infinite dreams.

3ree Broadband opens a new chapter in fixed-mobile convergence with a stream of exciting services and stunning offers. The city's most economical 100M Residential Broadband Service at a monthly fee of only \$99 is offered to begin with. New subscribers, upon service installation, are entitled to either six months of free 100M Broadband Service, or 30 months of free Residential Telephone Line Service. All new customers subscribing to 100M Broadband Service online (at [threebb.com.hk](http://threebb.com.hk)), as well as existing Fixed Broadband Service customers registering their personal information on the website will receive a 3HK Handset Coupon worth \$300. In addition, an extensive advertising campaign has been kicked off to promote the launch of 3ree Broadband. The campaign emphasises 3ree Broadband's power to shatter barriers, creating a new fibre-optic era with room for infinite dreams.



A member of the HTHKH Group  
A Hutchison Whampoa Company

### **Initiating a new era of fixed-mobile convergence in Hong Kong**

"High-speed broadband services have quickly become widespread. Smartphones and netbooks have also become very popular. The upsurge has led to an increasing demand for better fixed and mobile broadband services. Many people have been awaiting an even more sophisticated, express version," said Amy Lung, Chief Operating Officer (Mobile) of HTHKH. "Responding to popular demand, we have launched 3ree Broadband, which optimizes the synergies between our mobile and fixed businesses to the full. 3 Hong Kong has become a local leader in providing integrated telecommunications services. Boasting Hong Kong's largest 3G network and the most extensive fibre-to-the-building (FTTB) network, we are dedicated to providing customers with higher-value, one-stop and compelling integrated communication services. We are at the forefront of the growing trend of fixed-mobile convergence, and will further strengthen our leading market position and pre-eminent brand image, setting new benchmarks in data services."

### **Install 100M Residential Broadband Service to enjoy many super offers and experience unlimited indoor and outdoor Internet access**

At a monthly subscription fee of only \$99, 3 HK's 100M Residential Broadband Service is the most attractive deal in town. We also deliver a string of unprecedented offers to all new 100M Residential Broadband Service customers upon service installation. These offers include free 100M Broadband Service for the first six months, or 30 months of free Residential Telephone Line Service. Subscribers are also entitled to free exclusive Home Wi-Fi service (home-wide express Internet access), Outdoor Wi-Fi (unlimited usage), KKBOX (free for the first two months), and two free months of either AS Anti-Hacker (download version), AS Anti-Virus (download version) or Web 'n Print. All new customers who register for 100M Residential Broadband Service online ([threebb.com.hk](http://threebb.com.hk)) will also receive a 3HK Handset Coupon worth \$300 after the service is installed.

Existing Fixed Broadband Service customers can also receive the \$300 3HK Handset Coupon and Outdoor Wi-Fi (unlimited usage) simply by registering their personal e-mail address and mobile telephone number at [www.threebb.com.hk](http://www.threebb.com.hk). Unlimited broadband Internet access, both indoors and out, is then at their fingertips.

### **Kick-off of major advertising campaign for 3ree Broadband**

3 Hong Kong has rolled out its major advertising campaign promoting the 3ree Broadband launch—signalling the arrival of a new fibre-optic era. With the integration of fixed, mobile and Wi-Fi networks, 3 Hong Kong breaks new ground in telecommunication to create a space where customers can turn their dreams into reality. The general public can now reap the full benefits of a new world of converged broadband communication.

A new television commercial debuted at 9:30pm on 22 July when five local television stations: TVB Jade/Pearl, i-Cable's News, Finance Info and Entertainment News, broadcasted the full two-minute commercial simultaneously. The commercial will also be shown on large screens in cinemas and at other hotspots. The commercial, coupled with large outdoor billboards and newspaper advertisements, will deliver the exciting 3ree Broadband message across Hong Kong. All 3Shops in Hong Kong have also received a new look to welcome customers coming to learn more about 3ree Broadband, the power of fixed-mobile convergence, and the full array of appealing surprises and offers.

For more information about 3ree Broadband, please call 3HK's hotline (3162 8888), or visit any 3Shop or the 3HK website ([www.three.com.hk](http://www.three.com.hk)). To learn more about 100M Residential Broadband Service, please call the sales hotline (3166 2222) or visit [www.threebb.com.hk](http://www.threebb.com.hk).

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