

**3 Hong Kong Forms Exclusive Partnership with Kobo, a World-leading eReading Service Provider, to Launch the Largest English eBook Archive in Hong Kong Spearheaded a New eReading Trend with the Empowered Mobile eBooks Brought by 3Books**

- A vast collection of over 2.2 million copies of English language eBooks including the world's best-selling and award-winning titles
- An exceptional cross-platform shopping and reading experience for iPhone, iPad, Android and PCs
- An exclusive 35% discount on Kobo eBooks for 3ree Broadband's customers
- Free reading of over 1 million classic book titles
- A hundred of 3 Hong Kong lucky winners to enjoy give-away of a free best selling eBook

Hong Kong, 15 December 2010 - Hutchison Telecommunications Hong Kong Holdings Limited ("Hutchison Telecom Hong Kong Holdings"; SEHK: 215) today announced that 3ree Broadband, the integrated broadband communications service brand that integrates fixed line, mobile, and Wi-Fi services, has partnered with Kobo, Inc., a leading international eReading service provider, to bring the Kobo's outstanding eReading service that includes the largest selection of English language eBooks to the users in Hong Kong. Compatible with iPhone, iPad, Android and PCs, Kobo will offer customers the most engaging reading experience when at home or on the go, which in turn continues to create a new wave of eBook reading trend in town.

**Leading a brand-new eReading trend in town with the introduction of more versatile eBook options**

With the continuous availability of major eReading platforms which fully support iPhone 4 and iPad applications, 3ree Broadband pioneered a movement that has altered the face of reading by the launch of its 3Books service - the territory-first and exclusive one-stop mobile eBook platform in July 2010, which brings a brand new reading experience to users. The response has been phenomenal since the provision of the service.

"eReading is gradually gaining popularity worldwide. According to a recent survey, as of the third quarter of 2010, the total sales volume of ebooks in the United States leaped nearly two-fold compared to 2009, and a hefty 900 per cent increase when compared to 2007," said Raymond Ho, Head of Content Management of 3 Hong Kong. "In another survey conducted during the Book Fair held in Hong Kong this year, more than 70 per cent of local book lovers being interviewed have the habits

of eReading on smartphones or tablet PCs<sup>#</sup>, reflecting a rapid growth of demand for electronic books in Hong Kong. As the leading integrated telecommunications service provider in Hong Kong, 3ree Broadband has been endeavored to promote mobile eReading - we're very pleased to partner with Kobo on this occasion and to introduce the greatest collection of English language eBooks to local readers. In the future we strive to bring in more renowned publishers and magazine publishing companies worldwide in order to offer customers the most popular and versatile selection of eBooks. With these efforts, we can ensure that the leading position of 3Books will continue to entrench the mobile reading culture and its popularity in Hong Kong."

<sup>^</sup>Source: International Digital Publishing Forum

<sup>#</sup>Source: Hong Kong Trade Development Council

### **Over 2.2 million English language eBooks, featuring global top sellers and award-winning titles**

Canada-based Kobo Inc. was established in 2008, which provides services for more than 200 countries worldwide. By accessing to Kobo's store of over 2.2 million eBooks, customers can easily find their great read browsing categories like science fiction, literature, biography and memoir, romance, mystery and suspense, travel, health and more. Customers can also browse popular like the *New York Times*<sup>®</sup> Bestsellers that currently features recommended. Titles loved by readers around the world such as "*The Girl with the Dragon Tattoo*", "*Eat, Pray, Love*", "*Cross Fire*" and "*The Lost Symbol*" - an excellent range to suit the taste of global readers. In the future Kobo will closely collaborate with prominent publishers to simultaneously release the electronic version of books which are readily available in bookstores.

"We're experiencing rapid growth in eBook sales in Hong Kong as readers seek convenient access to today's hottest new releases and best sellers and we're pleased to partner with 3ree Broadband to introduce Kobo to Hong Kong readers", said Todd Humphrey, Executive Vice President of Business Development at Kobo. "By making the Kobo eReading experience easily available to 3ree Broadband's enormous and premium mobile and fixed-line service user groups we're confident that eReading will continue to gain popularity in Hong Kong. We look forward to continuing to enhance the Kobo experience for Hong Kong customers in future adding Chinese language books."

### **Ultimate cross-platform reading experience through devices including iPhone, iPad, Android and PCs**

3Books has set a major focus on promoting cross-platform reading experience since launch. Fully supporting various platforms such as iPhone, iPad, Android and PCs, the Kobo service can enable an increasing number of customers to download eBooks and experience a vibrant new trend of reading. To get a new eBook, mobile service customers can simply download Kobo's eReading software via 3Apps through Planet 3, a mobile portal. After installation, a user can browse, shop and read Kobo eBooks.

Fixed-line service customers of 3ree Broadband can download the Kobo eReader for PCs from Kobo's website at [www.kobobooks.com](http://www.kobobooks.com) to read and buy a full range of eBooks in Kobo after installed the software. Customers from over 200 countries have downloaded its reader application over one million times online, proving its popularity that has been embraced by global readers.

Specially designed for booklovers, each Kobo eReading app features a crisp book-like reading experience, seamless page turns, customizable fonts, and automatic last page bookmarking. Customers can also enjoy a true cross-platform reading experience, purchasing a Kobo eBook once and reading it on their smartphone, tablet PC and PCs. This has truly provided the user with new levels of convenience and fun.

**3ree Broadband customers can now enjoy an exclusive 35% special on Kobo eBooks, free reading of over 1 million classic book titles and a hundred of 3 Hong Kong lucky winners to win give-away of a free best selling eBook**

With an aim to boost the trend of eReading, Kobo offers over 1 million free classic book titles for download and reading. 3ree Broadband customers can also enjoy special prices for *New York Times*<sup>®</sup> Bestsellers and other new book titles. Kobo is offering 3ree Broadband customers 35% off on a selection of up to 5 eBooks from now until February 15, 2011. Customers can choose from any eBook in the Kobo store. What's more, the customer of every fiftieth (50<sup>th</sup>) purchase (i.e. 50<sup>th</sup>, 100<sup>th</sup>, 150<sup>th</sup>, 200<sup>th</sup> ...) will win a FREE eBook of Kobo's top 100 best sellers in 2010. There will be one hundred winners, available on a first-come-first-served basis, while stock lasts.

For more information on 3 Hong Kong's 3Books service, please call our customer hotline at 3162-2222 or visit 3Shops or browse our website at [www.three.com.hk](http://www.three.com.hk).

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