

## Press Release

### **3 Hong Kong's One-stop Mobile e-Book Platform 3Books Named "Best Content Service" in World Communication Awards 2011**

**Hong Kong, 8 December 2011** - 3 Hong Kong, the mobile telecoms and residential fixed-line operation of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code : 215), announced that its exclusive one-stop mobile e-book platform 3Books service has been named the "Best Content Service" in the World Communication Awards 2011.

#### **Huge variety of books brings brand-new reading experience**

Launched in Hong Kong in mid 2010, 3Books features more than two million eBooks in its electronic book collection with an enormous variety of books of different genres, ranging from classics, magazines, best-sellers, portrait-albums, English language books to newly launched multimedia and audio books. The service has received overwhelming market response and won a string of awards since launch, including the "Most Innovative Service Award" in the eTrend Awards 2010 and the "Best Ubiquitous Networking Award" (Certificate of Merit) in the Hong Kong ICT Awards 2011. 3 Hong Kong also launched an e-Book app with the Hong Kong Trade Development Council for the Hong Kong Book Fair this year.

3Books service drew praise from the judging panel of the World Communication Awards 2011 with its strong customer base and revenue-generating potential. Judges commended that the service is "particularly user-friendly" and contains "a good range of content available for a monthly fee".

#### **Rich mix of content service offers diversified choices**

To further enrich the content of 3Books and provide customers with diversified choices, 3 Hong Kong has recently partnered with new publishers. They are: Brain Master Publishing Limited which provides readers with famous chivalric fictions and classics, Press Mark Media Limited which publishes the most popular interior-design magazines in Hong Kong, and Perennial Publishing and Voyage Media Group Company Limited, both publish travel guides.

The World Communication Awards are organised by oversea media organisation Total Telecom every year, attracting entries from telecom operators and suppliers from over the world.

For more information on 3Books, please visit [www.three.com.hk](http://www.three.com.hk).

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