

Press Release

## **3ree Broadband Launches Unprecedented "MATCH" Campaign Bringing Exclusive MATCH of Fixed-line and Mobile to Hong Kong**

### **Grand-opening of New and Innovative 3 Concept Store in Central One-stop Experience for Fixed-line and Mobile Services**

- **Publicity for the "MATCH" campaign kicked off with a bang. Customers subscribing for monthly plans with the purchase of a smartphone, USB modem or SIM card, receive the same amount of mobile data to match with the speed of residential broadband service when they register for the service at the same time.**
- **"3Screen Annual Movie Pass"—worth over HK\$3,300—offered to registered customers free-of-charge.**

Hong Kong, 14 October 2010 - 3ree Broadband, the integrated broadband communications service brand of Hutchison Telecommunications Hong Kong Holdings Limited ("Hutchison Telecom Hong Kong Holdings"; Stock Code: 215), today announced the launch of the "MATCH" campaign, offering the integration of fixed-line and mobile services that enable customers to reap the full benefits of the new fibre-optic era. In addition, the 3 Concept Store has opened in Central, featuring a stylish design based on the concept of simplicity. Offering a refreshing shopping experience, the 3 Concept Store embodies the compelling simplicity and convenience of the integrated communication services available in the new fibre-optic era.

#### **Opening a new chapter in fixed-mobile convergence**

Amy Lung, Chief Operating Officer (Mobile) of Hutchison Telecom Hong Kong Holdings, notes that fixed-mobile convergence has recently become a global trend in communications development, while local demand for one-stop high-speed broadband connections continues to expand rapidly. "Ever since its launch, 3ree Broadband, with its bright, modern image and innovative concept, has been well-received by people from all walks of life. The 'MATCH' campaign is our latest effort to innovate and lead the market in customer service. Together with the newly-launched 3 Concept Store, we are opening a new chapter in fixed-mobile convergence, enabling our customers to explore the boundless potential of 'MATCH' communication solutions while fully enjoying the convenience of one-stop service, thus further steering the development of integrated communications services."



### **A string of stunning "MATCH" offers for customers registering for residential broadband and mobile data services**

3ree Broadband delivers a string of stunning "MATCH" offers for its customers. Customers subscribing for monthly plans with the purchase of a smartphone, USB modem or SIM card receive an equal amount of mobile data to match with the speed of residential broadband service when they register for the service at the same time. For instance, customers who subscribe for 1Gbps residential broadband service receive 1GB of free mobile data.

Moreover, subscribers are also entitled to a free "3Screen Annual Movie Pass" worth over HK\$3,300. With the annual movie pass, customers can enjoy a free movie<sup>#</sup> every Wednesday of the year (including public holidays) at "3Screens" in seven Golden Harvest cinemas across the territory.

*#There may be additional charges if it is a 3D or special screening.*

### **Comprehensive 3ree Broadband advertising campaign kicks off with a bang**

To supplement the unprecedented launch of the "MATCH" campaign, a large scale advertising campaign is showcasing the exciting possibilities of the broadband communication era. A new television commercial debuted at 9:15pm on 14 October, and will be shown on five local television stations, including TVB Jade / Pearl, i-Cable's News, Finance Info and Entertainment News. The commercial will also be coupled with large billboards and newspaper advertisements to convey the "MATCH" message to every corner of Hong Kong.

### **Grand opening of new concept store: A perfect match of simplicity and style**

3 Hong Kong announced the grand opening of its new concept store in Central on 14 October. Located in the heart of Central, the new shop's design is based on the concept of "simplicity", with the black and white colour scheme signalling the new 3ree Broadband image. The design also symbolises 3ree Broadband's spearheading a new fibre-optic era, in which customers' dreams can become reality. The innovative design incorporates 20 seamless 42" HD LCD panels running thematic animation and the latest 3ree Broadband news and special offers. The striking design also features eye-catching "3"-themed crystal lamps and strands of fibre-optic-like decorations.

The store offers true one-stop service, including subscriptions to various 3 plans, sales of handsets and mobile data products, netbooks and registration for residential broadband services. With a ceiling over four metres high and over 1,000 square feet of space, there is more than enough room for customers to fully explore 3ree Broadband's products and services. To enable customers to experience the benefits of convergence first hand, samples of all products offered at the store are available for customers to test—exploring the new horizons in capabilities and convenience for themselves.

For more information on 3ree Broadband services, please call our customer hotline at 3166-2222, visit a 3Shop or browse our website at [www.three.com.hk](http://www.three.com.hk).

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