



FOR IMMEDIATE RELEASE

## Hong Kong - World's First Market to Sell HTC Touch Diamond™

### CSL appointed as Hong Kong's exclusive distributor

**HONG KONG — 1 June 2008** — CSL announced today that it has been appointed as Hong Kong's exclusive distributor of the exciting new HTC Touch **Diamond™**. This exclusive appointment also means that CSL is the world's first distributor of the amazing The HTC Touch **Diamond™** which is available at 1O1O and one2free shops from today. A special handset discount ranging from 30 to 50 percent is now available to new 1010 and one2free 3G or mobile broadband customers. Customers can also purchase standalone handsets without joining any subscription plans.

Marking a groundbreaking milestone for Hong Kong, CEO of Hong Kong CSL Limited, Mr. Tarek Robbiati said, "CSL is both honoured and excited to be appointed as the first mobile operator in the world, as well as the exclusive distributor in Hong Kong, to offer the HTC Touch **Diamond™**". Since its first launched handsets in Hong Kong, CSL has been the distribution and operator partner of HTC. Building on the long term partnership with HTC, CSL is committed to providing extensive marketing support to this new launch by rolling out a comprehensive advertising and marketing campaign.

Over the coming months, selected restaurants and bars in Lan Kwai Fong\* will host HTC Touch **Diamond™** promotions showcasing the stunning HTC Touch **Diamond™** in an upclose and personal way. Thousands of tailor-made "**Diamond**" drinks will be given away to bars and restaurants hoppers in California, C bar, and Lux in Lan Kwai Fong. A HTC Touch **Diamond™** wrapped Mercedes Benz CLK convertible will also cruise Hong Kong's streets from June to July where our people will hop on and off to show off the **Diamond**.

To give the community more in-depth information about the **Diamond**, live demonstrations and our famous hands-on experience will be available at all 1O1O, one2free shops, MTR Wanchai, Festival Walk, Queensway Plaza, and private clubhouses throughout June and July. Members of Asia Miles and selected credit cardholders will also receive special privileges.

Other promotions<sup>1</sup> include:

- Join any 3G plan or mobile broadband plan and get the HTC Touch **Diamond** at 30-50% off. (List price: HK\$5,680) The lowest monthly subscription plan to enjoy a discounted handset starts from as low as HK\$88

- Free 10MB of mobile local data usage per month for the first 4 months during the promotional period.

CSL is also appointed to distribute to Fortress, Broadway, Citicall, GOME, Chung Yuen, 3G mobile city, Raider T., Nuance, Vertex, Tailin, CMK, Talk SMART, Master (OA), Wilson, and other leading retailers.

For more information, please call 1010 or one2free hotline at: 2988 1010 or 29722 123. Or check out at [www.csldiamond.com](http://www.csldiamond.com), [www.1010.com.hk](http://www.1010.com.hk) or [www.one2free.com](http://www.one2free.com)



<sup>1</sup>Terms and conditions apply.

\*Participating restaurants and bars include: Baci, Baci Pizza, Lux, California, Indochine 1929, Thai Lemongrass, Tokio Joe, Kyoto Joe, C Bar, The Whiskey Priest, and 2121 bar. Live demonstrations from 6:30pm – 12:30am on Fridays of 20, 27 June and 4 July and from 7:30pm – 12:30am on Saturdays of 14 June and 5 July.

**A Glance at HTC Touch Diamond™:**

**HTC Touch Diamond™ Key Specifications:**

Processor	Qualcomm® MSM 7201A™ 528 MHz
Operating System	Windows Mobile® 6.1 Professional
Memory	ROM: 256 MB RAM: 192 MB DDR SDRAM Internal storage: 4 GB
Dimensions	102 mm (L) X 51 mm (W) X 11.35 mm (T)
Weight	110 g (with battery)
Display	2.8-inch TFT-LCD flat touch-sensitive screen with VGA resolution
Network	HSDPA/WCDMA: <ul style="list-style-type: none"> <li>• Europe/Asia: 900/2100 MHz</li> <li>• Up to 7.2Mbps down-link speed</li> </ul> Tri-band GSM/GPRS/EDGE: <ul style="list-style-type: none"> <li>• Europe/Asia: 900/1800/1900 MHz</li> </ul> (Band frequency and data speed are operator dependent.)
Device Control	TouchFLO™ 3D Touch-sensitive navigation control
GPS	GPS and A-GPS ready
Connectivity	Bluetooth® 2.0 with EDR Wi-Fi®: IEEE 802.11 b/g HTC ExtUSB™ (11-pin mini-USB 2.0 and audio jack in one)
Camera	Main camera: 3.2 megapixel color camera with auto focus Second camera: VGA CMOS color camera
Audio	Built-in microphone, speaker and FM radio with RDS Ring tone supported formats: <ul style="list-style-type: none"> <li>• MP3, AAC, AAC+, WMA, WAV, and AMR-NB</li> <li>• 40 polyphonic and Standard MIDI format 0 and 1 (SMF)/SP MIDI</li> </ul>
Battery	900 mAh rechargeable Lithium-ion or Lithium-ion polymer battery
Standby/Talk time:	WCDMA: up to 396hr / up to 4.5hr GSM: up to 285hr / up to 5.5hr Video call time: up to 145min (WCDMA) (The above are subject to network and phone usage.)
AC Adapter	Voltage range/frequency: 100 ~ 240V AC, 50/60 Hz DC output: 5V and 1A



## **About CSL**

CSL is the largest operator in the mobile communications market in Hong Kong. Combining technical and engineering excellence with an in-depth understanding of the mobile market, it translates leading-edge technologies into customer-focused solutions that meet the needs of different market segments.

In April 2006, a joint venture company, CSL New World Mobility Limited to own Hong Kong CSL Limited and New World PCS Limited, was formed. CSL New World Mobility Limited is 76.4% beneficially owned by Telstra Corporation Limited and 23.6% beneficially owned by New World Development Company Limited.

CSL is acknowledged as the first mobile company in Hong Kong to employ a distinctive market segmentation strategy. With a commitment to deliver quality, innovative and relevant services to all its mobile customers, CSL markets its services to various segments through its mobile brands: 1010, One2Free and New World Mobility.

CSL launched its mobile services early in 1983 and today operates a world-class GSM / WCDMA network. CSL also offers comprehensive pre-paid mobile services and its international roaming service provides wide coverage by allowing mobile connectivity in more than 260 destinations around the world.

CSL became the world's first operator to introduce a High Speed Circuit Switched Data (HSCSD) service in May 2000 and, in November 2000, it launched the first commercial General Packet Radio Service (GPRS) in Hong Kong.

CSL also introduced Asia's first Multimedia Messaging Service (MMS) in March 2002 and it was the first in Asia to deploy EDGE (Enhanced Data Rates for GSM Evolution) in September 2003. In December 2004, CSL launched its 3G and Wi-Fi services and a HSDPA (High Speed Downlink Packet Access) service was launched in September 2006.

CSL launched Asia's first 3G Video Sharing Service in November 2005 and Hong Kong's first "3G Mobile TV" in February 2006.

For more information about CSL, please visit [www.hkcsl.com](http://www.hkcsl.com).

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This press release is distributed by Hong Kong CSL Limited. For any media enquiries, please do not hesitate to contact us.

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