



*Immediate Release*

## **1010 offers pre-order to BlackBerry® Q10**

**Hong Kong, 13 June 2013** – 1010 announces the pre-order of the new BlackBerry® Q10 smartphone starting today. Enabled on the Hong Kong’s leading 4G LTE network† with the broadest 4G FD-LTE spectrum, the launch enhances 1010’s position as one of the leading BlackBerry® service provider to deliver a world class experience like never before.

The BlackBerry® Q10 smartphone is tailor-made for business users and also users with strong messaging needs as it is equipped with a larger physical QWERTY keyboard and touch screen. The new smartphone comes with an innovative “instant action” feature to simplify complicated commands and a crisp AMOLED display. The device is geared to enhance productivity on the go. Customers can enjoy 1010’s roaming experience with the offer of IDD001 voice 100 minutes at just \$88/month\* or 50MB roaming data at \$550/month\*.

“Our customers with the new BlackBerry® Q10 smartphone will be delighted by the mobile experience delivered by our continuous investment and enhancement in our 4G LTE network. The BlackBerry® Q10 smartphone is perfect for the upgrade in mobile experience that genuinely caters for the needs of everyday business user,” says Mark Liversidge, Chief Marketing Officer of 1010.

Offering customers with greater flexibility and choice, the BlackBerry® Q10 smartphone is available on any one of 1010’s Digital Life, Multi Device and 1-For-All service plans. Customers who sign up to designated service plans will receive a complimentary BlackBerry® Q10 smartphone and Jawbone Icon HD Bluetooth Headset (valued at \$858). #

1010 Digital Life Plan:

Monthly Fees	\$439
Minimum Contract Period	24 months
Device Price	\$0
Local Mobile Data Usage	6GB
Mobile Service Licence and Administration Fee	\$12



Remarks:

- † Leading in 4G technology innovation in mobile telecommunications services in Hong Kong.
- # Subscription to a designated \$439 1010 Service Plan and value-added service(s) of not less than \$38 per month simultaneously for a Minimum Contract Period of 24 months and prepayment are required. The prepayment amount will be rebated into the mobile account by installments during the Minimum Contract Period. All charges must be settled by autopay via credit card. Mobile Service Licence and Administration Fee of \$12/month applies. The gift is available while stocks last.
- \* Subscription for a Minimum Contract Period of 24 months is required.

BlackBerry® and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world.

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**About 1010**

Launched in 1993, 1010 is the premium brand of CSL Limited, the leading mobile operator in Hong Kong. Known for its award-winning<sup>^</sup> customer services, 1010 also draws on CSL's network superiority to provide Hong Kong's professionals and discerning customers with a premium mobile lifestyle service. In 2010, CSL became the first operator in the world to launch dual band 4G LTE with DC-HSPA+ mobile broadband network, and now offers world-class capacity and speed to 1010 customers, complementing the premium value-added services that set the brand apart.

For more information, please call 1010 at 2988 1010.

<sup>^</sup> 1010 won "Service Retailer of the Year (Telecommunications)" at the Hong Kong Retail Management Association's "Mystery Shoppers Programme" from 2009-2012.

Released on behalf of 1010 by Waggener Edstrom Worldwide.

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