



For Immediate Release

CSL Enhances Customer Experience with New, Competitive Capped Plans

No Limit. No Worries. Unlimited data usage plan at just \$267 a month.

Hong Kong, 15 Sept 2010 – To meet the increasing customer needs of data usage with smart phones, CSL Limited (CSL), today announced the launch of new, competitive capped plans for handsets and SIM customers through its one2free and 1O1O brands. The new plans provide customers with a hassle-free mobile broadband experience with more flexibility in data usage.

Customers can choose from unlimited data plans, or capped plans in the handset connection offers that best suit their smart phone data usage needs. To offer customers a hassle-free mobile broadband experience, the thereafter charge for local mobile data usage is HK\$0.01/KB and capped at \$298 a month even if the local mobile data usage exceeds the monthly quota. The new capped plans provide great value to customers looking for a better deal on their mobile broadband services or a simple way to manage the monthly budget on their bills, while enjoying a mobile experience with no limits and no worries.

Furthermore, CSL is providing SIM-only plans for customers to accommodate extra flexibility in handset choices. Customers of SIM-only plans will be entitled to double data usage, providing them with an even more enjoyable mobile experience. one2free customers can enjoy unlimited local mobile data usage for just \$267 a month, giving them the ultimate in online entertainment on the move.

“As a customer-centric industry leader, CSL strives to understand what customers really want and to respond by offering quality products and services that suit their needs.” said Mark Liversidge, Chief Marketing Officer of CSL. “In line with our corporate vision, the new capped plans will ‘Create a Simple Life’ for our customers and further enhance the superior experience delivered by our unique network and services. Customers will be empowered to make the most out of their phones and enjoy convenience and simplicity with the new plans.”

one2free – SIM Connection

Monthly Fee ^Δ	\$157	\$217	\$267
Basic Voice Minutes	1,800	2,500	3,900
Intra-network SMS	Unlimited+		
MMS	-		200
Local Mobile Data Usage (MB)*	400	800	Unlimited [#]
Thereafter Charge	\$0.01/KB (Thereafter charge capped at \$298 a month)		-
International SMS	-		10 messages
Infotainment	-		Real-time News, Finance, Entertainment Channels, Music, Pre-listening & 360 Mobile TV minutes
Call Management Package	Call Forwarding Bundle, Call Waiting, Caller ID Display, Voicemail, Call Conference		

one2free – Handset Connection

Monthly Fee ^Δ	\$157	\$217	\$267	\$419 [^]
Basic Voice Minutes	1,600	1,800	2,500	3,900
Intra-network SMS	Unlimited+			
MMS	-		200	
Local Mobile Data Usage (MB)	200	400	800	Unlimited [#]
Thereafter Charge	\$0.01/KB (Thereafter charge capped at \$298 a month)			
International SMS	-		10 messages	
Infotainment	-		Real-time News, Finance, Entertainment Channels, Music, Pre-listening & 360 Mobile TV minutes	
Call Management Package	Call Forwarding Bundle, Call Waiting, Caller ID Display, Voicemail, Call Conference			

^Δ Subscription for a Minimum Contract Period of 12 months for SIM connections and 18-24 months for Handset connections with a \$15 or above Value Added Service for a Minimum Contract Period of 12 months is required. MTR/Tunnels/Mobile Service Licence Fee of \$12/month applies.

[^] MTR/Tunnels/Mobile Service Licence Fee is waived during the Minimum Contract Period.

* Local Mobile Data usage is offered within the Minimum Contract Period only. After the Minimum Contract Period, the local Mobile Data usage for \$157, 217 and \$267 Service Plan will be 200MB, 400MB and 800MB respectively and Basic Voice Minutes will be 1,600 minutes, 1,800 minutes and 2,500 minutes respectively.

[#] Subject to our Fair Usage Policy. For details, please refer to our website.

+ Unlimited Intra-network SMS is subject to a monthly quota of 10,000 SMS and unused quota cannot be carried forward to the next month.

1010 – SIM Connection

Monthly Fee ^Δ	\$327
Basic Voice Minutes	3,900
Intra-network SMS	Unlimited ⁺
MMS	200
Local Mobile Data Usage (MB)*	Unlimited [#]
International SMS	10 messages
Infotainment ²	Real-time News, Finance, Entertainment Channels, Music, Pre-listening & 360 Mobile TV minutes
Call Management Package	Call Forwarding Bundle, Call Waiting, Caller ID Display, Voicemail, Call Conference

1010 – Handset Connection

Monthly Fee ^Δ					\$177	\$237	\$287	\$439 [^]
Basic Voice Minutes		1,600		1,800		2,500		3,900
Intra-network SMS		Unlimited+						
MMS		-				200		
Local Mobile Data Usage (MB)		200		400		800		Unlimited [#]
Thereafter Charge		\$0.01/KB (Thereafter charge capped at \$298 a month)						
International SMS		-				10 messages		
Infotainment ²		-				Real-time News, Finance, Entertainment Channels, Music, Pre-listening & 360 Mobile TV minutes		
Call Management Package		Call Forwarding Bundle, Call Waiting, Caller ID Display, Voicemail, Call Conference						

Δ Subscription for a Minimum Contract Period of 12 months for SIM connections and 18-24 months for Handset connections with a \$15 or above Value Added Service for a Minimum Contract Period of 12 months is required. MTR/Tunnels/Mobile Service Licence Fee of \$12/month applies.

[^] MTR/Tunnels/Mobile Service Licence Fee is waived during the Minimum Contract Period.

[#] Subject to our Fair Usage Policy. For details, please refer to our website.

* The unlimited Local Mobile Data Usage is offered within the Minimum Contract Period only. After the Minimum Contract Period, the Local Mobile Data Usage for \$327 service plan will be 800MB and Basic Voice Minutes will be 2,500 minutes.

+ Unlimited Intra-network SMS is subject to a monthly quota of 10,000 SMS and unused quota cannot be carried forward to the next month.

For more information, please call one2free at 29 722 123, or visit www.one2free.com or 1010 at 2988 1010 or visit www.1010.com.hk.

**About CSL Limited**

CSL is Hong Kong's first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: [1010](#), [one2free](#) and [New World Mobility](#).

It operates a world-class GSM / WCDMA and unique UMTS 900 network in Hong Kong through which it offers comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with over 510 mobile operators around the world. For more information, please visit www.hkcsl.com.

CSL is a subsidiary of Telstra Corporation Limited, Australia's leading telecommunications and information services company (www.telstra.com).

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