



For Immediate Release

1010 brings business and premium lifestyle mobile services with Tsim Sha Tsui flagship store

Tsim Sha Tsui store will offer special additional services for business customers

Hong Kong, 21 November 2011 – 1010, Hong Kong's leading premium mobile service provider, has announced the opening of its much anticipated Tsim Sha Tsui flagship store, the largest of any store belonging to a Hong Kong mobile operator. Located at the heart of this bustling retail, tourism and business district, the new 1010 store will provide premium lifestyle customer services on a grander scale and new solutions for corporate customers and frequent travellers.

Designed around the theme of 'the Grand Voyage', 1010 Tsim Sha Tsui covers two floors and a total of 7,000 square feet in floorspace in order to meet the increasing demand for 1010's premium mobile services amongst Hong Kong consumers. It offers customers bespoke lifestyle, business and mobile communication services, with 1010 staff always on hand to help customers find the perfect mobile solution to match their elite lifestyle.

In a first for a 1010 centre, the Tsim Sha Tsui store will be home to a dedicated corporate services team, ready to assist business customers and help them find the best solutions to fit their needs. In addition, the new branch includes a high-tech business centre available for use by clients whose own premises lack sufficient meeting space or are inconveniently located for meeting business partners. With the latest in video and audio conferencing technology, high-speed Wi-Fi and a commanding view over bustling Tsim Sha Tsui, the Business Centre offers premium meeting facilities in a convenient central location.

The store's interior design features leather seating, wood and marble flooring, vintage trunks, rugs in warm hue, and lifestyle displays. 1010 Tsim Sha Tsui hosts six VIP zones with distinct lifestyle themes, featuring 1010 QUINTESSENTIALLY, golf, horse racing, wine, fine dining, and travel. Each zone has its own individual character, whilst creating a semi-enclosed area for private consultation with attentive and knowledgeable 1010 staff. As well as this one to one attention, personalised services include hands-on handset trials, bespoke gift wrapping, delivery, engraving and a coffee bar exclusively for 1010 customers.

"The Tsim Sha Tsui area is home to a burgeoning number of small to medium sized businesses," says Joseph O'Konek, CEO of 1010's parent company CSL Limited. "It's therefore the ideal location for our new business-focused services, namely our



dedicated business service team and the meeting venue facilities. 1010 Tsim Sha Tsui boasts the same attentive, professional service for premium lifestyle customers as any 1010 outlet, but with that added bonus of offering even more for our business clients.”

1010 Tsim Sha Tsui is located at 20 Hankow Road, Tsim Sha Tsui, Hong Kong.

1010 Tsim Sha Tsui Flagship Store Photos:



1010 Tsim Sha Tsui, the largest mobile operator store in Hong Kong, is now open.



1010 Tsim Sha Tsui is the first 1010 centre to include a high-tech business centre available for use by business clients.



1010 Tsim Sha Tsui store's luxurious interior design features real handset trials, leather seating, wood and marble flooring and vintage trunks.



1010 Tsim Sha Tsui demonstrates 1010 4G LTE, the best mobile broadband networks in Asia Pacific.

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About 1010

Launched in 1993, 1010 is the highly regarded premium brand of CSL Limited, the leading mobile operator in Hong Kong. Known for its award-winning 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 a 4G LTE D-C* mobile broadband network, and now exclusively 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.

* 4G LTE D-C refers to LTE/DC-HSPA+, it meets the standards of LTE laid down in 3GPP Release 8.

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