



For Immediate Release

one2free Introduces First-Ever Prepaid BlackBerry Service in Hong Kong

Hong Kong, January 10, 2012 - one2free today announced the launch of the first-ever prepaid BlackBerry® service for customers in Hong Kong. Without the need for a contract or registration, customers can now enjoy BlackBerry service for as little as HK\$120 for seven days of prepaid BlackBerry service or HK\$460 for 30 days. To celebrate the launch, customers will be offered a 50% discount on first-time purchases of the new prepaid BlackBerry service.

“one2free is the first operator in Hong Kong to launch a prepaid BlackBerry service, which is great news for all inbound travellers, small businesses and SOHOs as well as individual consumers, providing an affordable solution that will enhance their day-to-day productivity and communications with the aid of the one2free network and BlackBerry service,” said Mark Liversidge, Chief Marketing Officer of one2free’s parent company, CSL Limited. “Having the ability to securely access email on the go, as well as access to services such as BBM [BlackBerry® Messenger], will give business users and consumers the benefits of staying connected and being more responsive wherever they are. one2free always strives to offer the most flexible options with its volume-based service plans and allow customers to get the most out of our powerful mobile technologies in the way that’s best for them.”

The prepaid BlackBerry service from one2free allows customers easy access to true push-based email and messaging as well as social networking, phone, organizer, web, multimedia and other mobile and lifestyle applications.

Prepaid BlackBerry Service Plan Options*

BlackBerry Service Pass	Pass	USSD Subscription through Handsets
7-Day Pass	\$120 / 7 Days	*101*222#
30-Day Pass	\$460 / 30 Days	*101*221#

* BlackBerry service 7-day pass includes a continuous 168-hour session upon your subscription. BlackBerry service 30-day pass includes a continuous 720-hour session upon your subscription. Some third-party applications or services require additional data services. Please contact one2free for details. one2free offers both prepaid BlackBerry service passes and 7.2Mbps data service passes on the same prepaid SIM card which is valid for 180 days after activation. Prepaid BlackBerry service is available on one2free Mobile Broadband Prepaid SIM only. All usage is subject to our Fair Usage Policy. Terms and Conditions apply.

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About one2free

one2free is a community brand with a mission to provide the Hong Kong consumer with a better, wider and faster mobile communications experience at exceptional value. one2free believes in making innovation affordable for everyone.

In 2011, one2free continued to raise the bar as the only mobile operator in Hong Kong to have commercially launched the cutting-edge 4G LTE network technology citywide.

Transforming the telecoms retail scene in Hong Kong, consumers can also discover the world of one2free at its new 6,000 square foot flagship store in the heart of Mongkok. An immersive experience designed to bring to life the simplicity and benefits of mobile communications for consumers everywhere – experience entertainment, music and personalised accessories like never before.

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

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