



Media Information

“Microsoft® Exchange Hosting by NWT” Revolutionizes Mobile E-Mail Service

Hong Kong’s first converged, single platform of e-mail hosting and mobile e-mail with EDGE / GPRS for business executives

(30 March 2006, Hong Kong) New World Telecommunications Limited (“NWT”) today announced that its managed e-mail service “Microsoft® Exchange Hosting by NWT” has been strengthened with ultimate mobility in result of the deployment of state-of-the-art Microsoft Direct Push E-mail technology. What’s more, with the partnership with Dopod International (Hong Kong) Corporate Limited (“Dopod”), the service now enables business executives to keep closer contacts with their business associates on the same e-mail platform not only in the offices, but also on the roads.

“Microsoft® Exchange Hosting by NWT” now offers the first of its kind package comprised of managed e-mail hosting service, mobile e-mail service, Dopod’s latest appealing PDA phone 838 and mobile data service provided by CSL to business executives.

Being Hong Kong’s first e-mail hosting service, “Microsoft® Exchange Hosting by NWT” has received overwhelmingly positive response from local enterprises since its launch in November last year. To fulfill the needs of mobile executives, the service is now strengthened with the mobility and flexibility fueled by the sophisticated Microsoft® Direct Push E-mail technology, which enables secured, seamless and real-time synchronizations between the e-mail hosting servers and handheld mobile devices. In addition to desktop PCs, “Microsoft® Exchange Hosting by NWT” proactively keeps users’ Outlook Mobile up-to-date by delivering Inbox, Calendar, Contacts and Tasks information quickly and directly to their PDA phones. Executives, meanwhile, are able to enjoy the flexibility with PDA phones and to select desirable e-mails to read.

“While witnessing the growing market potential and acceptance of “Microsoft® Exchange Hosting by NWT”, we have also realized the tremendous mobility need of business executives nowadays. We, as a result, equip “Microsoft® Exchange Hosting by NWT” with mobility service by bringing in the direct push technology, further enhancing the competitiveness and efficiency of business executives. The solution will allow business executives to stay connected with their partners and customers anywhere, anytime. We are delighted to have teamed up with Dopod and CSL to complete this total solution of hosting and mobile e-mail services with the exquisite



Dopod 838 PDA phones and CSL's EDGE / GPRS service," said York Mok, Vice President of Marketing, NWT.

Mok added, " 'Microsoft® Exchange Hosting by NWT' with mobile functionality will help enterprises save tremendous costs from deploying, maintaining and upgrading local and mobile e-mail communication infrastructures. Making it more irresistible, during the promotional period, customers can enjoy the new service package of 'Microsoft® Exchange Hosting by NWT' comprising hosting and mobile e-mail services, PDA phones and CSL mobile data service at a very privileged price. With this, we now bring the true converging power of fixed and mobile communications to all enterprises and executives."

Comprehensive Managed E-Mail Hosting Service with Mobility

"Microsoft® Exchange Hosting by NWT" is now a comprehensive managed e-mail hosting solution with ultimate mobility for enterprises and mobile executives. The new service package comprises:

- Hosting e-mail service
- Mobile e-mail service
- Dopod 838 PDA phone
- CSL mobile data service

For enquiry about "Microsoft® Exchange Hosting by NWT", please call the NWT's service hotline of corporate customers at 2133 1133.

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About New World Telecommunications Limited

Established in 1995, New World Telecom (NWT) is a member of New World Development Company Ltd. Backed by its advanced Next Generation Network, NWT has evolved from a traditional telecom carrier into a next generation IP and telecom service provider offering wide spectrum of unparalleled integrated communications solutions, applications and content services, such as broadband, IP telephony, VPN, IPLC, local and international voice services, etc.

NWT has continuously expanded its business coverage by investing in both local and international network infrastructure, and establishing bilateral partnerships with up to 170 global incumbents and major carriers. In addition, NWT has obtained appropriate facility-based licenses and has established



Point-of-Presence facilities and offices in strategically selected countries and regions, including the US, Taiwan, the UK and Singapore.

For details, please visit www.newworldtel.com.

About Dopod

Dopod is Asia's leading brand in the PDA mobile phone market. Founded in 2004, Dopod has gained the support of High Tech Computer (HTC) as its strategic partner. HTC is not only the manufacturer behind renowned global brand names, it is also the world's largest PDA manufacturer and ranked as the top manufacturer by "100 Taiwan Technology". By utilizing the flexibility and power of Microsoft's Windows Mobile platform, Dopod's handsets deliver maximum value to consumers by utilizing and leveraging on the strength and technical expertise of both Microsoft and HTC, the leading technology companies in their respective fields.

All of Dopod's products and services are designed and made to enable users to "Enjoy Mobility". By integrating top-notch mobile communication with information system technologies, Dopod aims to cater to the modern, connected-everywhere lifestyle with convenient and instant access to information all kinds of information that modern day users demand. All in all, Dopod embodies a brand new lifestyle experience for its users, combining outstanding product design and quality.

About CSL

CSL is a pioneer in the mobile communications market in Hong Kong. The Company launched its mobile services in 1983, and today operates a world-class GSM / WCDMA network through its mobile brands: 1010 and One2Free. CSL introduced its 3G and Wi-Fi Service in 2004, and has pioneered the launch of HSCSD, GPRS, MMS, EDGE, Video Sharing and "3G Mobile TV" in Hong Kong. For more information about CSL, please visit www.hkcsl.com

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Mr York Mok (Right), Vice President of Marketing of NWT, and Mr Terry Chung (Left), General Manager of Dopod International (Hong Kong) introduced the Mobile E-Mail Service of “Microsoft Exchange Hosting by NWT”



Dopod 838