



**[Press Release]**

**A8 MUSIC AND 3 HONG KONG JOIN HANDS TO INTRODUCE  
CHINA'S LARGEST ORIGINAL MUSIC PLATFORM - "ORIGINAL CHINESE MUSIC" CHANNEL**

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**LOCAL MUSIC FANS BE ABLE TO EXPLORE CHINA'S ORIGINAL MUSIC REGIME AT ANY TIME**

(Hong Kong, 31 January 2008) - A8 Music Group ("A8 Music"), a leading digital music company in Mainland China, joined hands with 3 Hong Kong, the largest 3G mobile service operator in Hong Kong to deliver "Original Chinese Music" channel on 3 Hong Kong's 3G multimedia network platform. A8 Music has one of the largest original music catalogues in China. Through the newly launched service, it will offer 3 Hong Kong customers with download services of full track download, ringtones, RBTs (ring back tone service, also called HelloRing) and music videos. Music fans of 3 Hong Kong are now able to enjoy the original Chinese music at any time anywhere, and keep close track of the music trends with Mainlander's singer-songwriters and music fans.

The services of A8 Music will be available on a dedicated channel named "Original Chinese Music" (原創中國) on 3's WAP portal. On "Original Chinese Music" channel, 3 Hong Kong customers can download music tracks, ringtones, RBTs (ring back tone service, also called HelloRing) and watch music videos. Besides, the customers are also eligible to vote on A8 Music's annual event - Original Music Competition (原聲飛揚). Original Music Competition is one of the largest original music competitions in the PRC to promote original music contents. A8 Music collects the original songs from its UGC (user-generated content) platform at [www.a8.com](http://www.a8.com). It is A8 Music's third time, since 2005, to organize such event which has earned significant supports and attentions from a wide range of original music artists and fans, as well as local TV stations.

A8 Music owns a repertoire of more than 50,000 original works of music, one of the largest in China, including popular songs like "Jimocaishuoai" (寂寞才說愛) and "Caiyunzhinan" (彩雲之南) etc. There were approximately 25 million hits recorded for the song "Jimocaishuoai"(寂寞才說愛). The success of such original independently produced songs proves the A8 Music's influential power in China's music market and its ability to identify and promotes music content with potential for popularity. Likewise, its music catalogue also contains other music content types from other local and foreign record companies.

3 Hong Kong was the first mobile operator to roll out world-class 3G services in January 2004, and at present the largest 3G mobile service operator in Hong Kong. Back in 2004, A8 Music partnered with 3 Hong Kong in the provision of handset wallpaper business. This latest initiative of mobile music downloading services is the first of such joint efforts between the music industry in Mainland China and an outside Mainland 3G operator.

Mr. Liu Xiao Song, Chairman and Chief Executive Officer of A8 Music, said "We are pleased to work with 3 Hong Kong to create another milestone. The partnership enables us to expand our music business to other places outside Mainland China, and provides an excellent mobile interactive platform for the development of our high quality original music. Not only can it extend our market outreach but also create many business opportunities for original music. We look forward to, through 3 Hong Kong's 3G network, sharing A8 music with Hong Kong music fans. Again, to lead the vogue of mobile music downloads to embrace original music."

Ms. Amy Lung, Chief Operating Officer of 3 Hong Kong, said, "We are excited to join hands with A8 Music to bring new elements to the mobile multimedia sector and interactive music. 3 Hong Kong believes and adopts an open network platform strategy and commits to facilitate content and application providers to explore and extend business potentials. Through this, we are able to provide our 3G customers with a quicker and broader access to a range of novel and diversified services all the time, enabling them to conveniently enjoy infotainment via their 3G phone in a completely personalized manner. The 'Original Chinese Music' channel surely will open the eyes and ears of local music fans, this is exactly what we aim to achieve via our 3G platform."

"Original Chinese Music" channel will be launched in 3 Macau at a later date.

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### **About A8 Music Group**

A8 Music Group is an integrated digital music company that sells music content sourced from its highly successful interactive UGC platform [www.a8.com](http://www.a8.com), as well as from international and domestic record labels, in the form of ringtones, RBTs and IVR, through the wireless network of mobile operators.

Led by a team of experienced top executives with foresight and vision, the Group is able to capitalise on its integrated marketing and sales multi-channel network to acquire insights into consumer preferences in different regions and thus customise its marketing strategies, and to promote its products through new media on internet and wirelessly.

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China's Largest Original Music Platform - "Original Chinese Music" Channel  
Local Music Fans be able to Explore China's Original Music Regime at Any Time  
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## **About 3 Hong Kong**

3 Hong Kong is a mobile services brand of Hutchison Telecommunications (Hong Kong) Limited ("Hutchison Telecom Hong Kong"). 3 Hong Kong offers high quality 2G and 3G mobile services.

Hutchison Telecom Hong Kong is the first operator in Hong Kong to roll out world-class 3G services, and at present the largest 3G operator and one of the largest mobile telecommunication service operators in Hong Kong. Since 1983, it has always been a pioneer in the development of mobile telecommunication deploying multiple mobile technologies including 1G AMPS/ TACS, 2G GSM/ CDMA and 2.5G GPRS/ IS95B in Hong Kong.

Hutchison Telecom Hong Kong is committed to providing high quality mobile telecommunication services, telecom retail services and call centre services in Hong Kong and Macau, as well as mobile telecommunications consultancy services in Mainland China.

Hutchison Telecom Hong Kong is a subsidiary of Hutchison Telecommunications International Limited ("Hutchison Telecom"). Hutchison Telecom is a leading listed telecommunication operator (SEHK:2332; NYSE:HTX) focusing on dynamic markets. It currently offers mobile and fixed-line telecommunication services in Hong Kong, and operates mobile telecommunications services in Israel, Macau, Thailand, Sri Lanka, Ghana, Indonesia and Vietnam.

For more information about Hutchison Telecom Hong Kong, see [www.three.com.hk](http://www.three.com.hk)

For more information about Hutchison Telecom, see [www.htil.com](http://www.htil.com).

### **For enquiries:**

#### **3 Hong Kong**

Ms. Mickey Shiu (852) 2128 3107 [mickeyshiu@htil.com.hk](mailto:mickeyshiu@htil.com.hk)  
Fax (852) 2187 2087

#### **Strategic Financial Relations (China) Limited**

Ms. Anita Cheung (852) 2864 4827 [anita.cheung@sprg.com.hk](mailto:anita.cheung@sprg.com.hk)  
Ms. Esther Lau (852) 2864 4845 [esther.lau@sprg.com.hk](mailto:esther.lau@sprg.com.hk)  
Mr. Marcus Keung (852) 2114 4967 [marcus.keung@sprg.com.hk](mailto:marcus.keung@sprg.com.hk)  
Ms. Annie Choi (852) 2864 4837 [annie.choi@sprg.com.hk](mailto:annie.choi@sprg.com.hk)  
Fax (852) 2527 1271



**Chairman, Chief Executive Officer and Executive Director**

**Mr. Liu Xiaosong**

Mr. Liu is a founder of the Group and is currently responsible for the overall management and strategic planning of the Group. Mr. Liu graduated from Hunan University in the PRC in 1984, with a bachelor's degree in Electrical Engineering. In 1987, Mr. Liu graduated from China Electric Power Research Institute in the PRC with a Master degree in Engineering. From 1991 to 1992, Mr. Liu was a PhD research student, concentrating on Computer Vision in Tsinghua University. He has over 15 years of experience in the technology, media and telecommunication industry. He was one of the founders of Tencent Holdings Limited, a company listed on the Stock Exchange. In 2004, Mr. Liu was admitted to the Shenzhen Experts Working Union. Mr. Liu was appointed as the Vice President of the Internet Society of China and the Copyright Society of China in August 2007 and September 2007 respectively. He is also the Vice President of the Shenzhen Hi-tech Association.

**Chief Financial Officer and Executive Director**

**Ms Ho Yip, Betty**

Ms. Ho currently oversees the accounting and financial matters of the Group. She graduated from the University of Toronto in 1993, with a bachelor's degree in Commerce. She was admitted to be a member of the American Institute of Certified Public Accountants in 1997 and is a member of the Hong Kong Institute of Certified Public Accountants. Ms. Ho has over 15 years of diversified experiences in corporate finance, private equity, retail and operations. From 1993 through 1997, Ms Ho held management positions in audit and direct investment with Arthur Andersen & Co and UOB Asia. Ms Ho was a director of Strategic Capital Group, an e-commerce private equity firm from 1998-2001. She held the position of Vice President of Corporate Development from 2001-2007 at Lorenzo Jewelry Limited, a wholly owned subsidiary of LJ International, Inc. (NASDAQ: JADE) and was responsible for financial planning, corporate finance, investors' relations and matters relating to mergers and acquisitions of Lorenzo Jewelry Limited.