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Press Release

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UEFA Champions League at 3! 3 makes the most attractive European Team competition mobile

Well timed, from Tuesday the 24th of February 3 will offer near-live video coverage of the UEFA Champions League – thus 3Customers are informed about current results anytime anywhere*. 3 already covers the first game, a match of champions between Bayern München and Real Madrid on Tuesday the 24th of February at 20:45. Highlights and background information, the most beautiful goals and the most important plays – with the 3VideoMobile one can always be informed about the Champions League – despite being on the go.

“Sports news as text message are standard for all providers, but only we can give the video dimension. We have always tried to give our customers high-quality content of the most well-known suppliers, in every category – e.g. ORF, Reuters, Sport 1, OEMTC, MTV, Playboy, Herold, etc. We are pleased to offer near-live video coverage of the UEFA Champions League to soccer fans among our customers.” sais 3Austria CEO Berthold Thoma.

3 will offer near-live video coverage of at least two games per game day. The highlights of the rest of the matches will be available with a delay. One can find the category “UEFA Champions League” under the 3Zone in the “Sport” category under “Soccer”. In addition to game reports and tables from “Sport1.at” 3 customers will find there a video archive with all games covered by 3. Current videos of goals as well as video summaries are available under the “Sport” home page.

3 offers “3Flash” to all customers who don’t want to miss a single goal. All one must do is subscribe to “Flash” in order to be quickly, completely and above all multimedially informed. Then 3 will send an MMS when there are new videos or results from the UEFA Champions League, including a link to the report or the appropriate VideoClip in the 3Zone. That means that if a goal is scored customers are informed and know the play is there to be viewed – that is essential for all fans who always want “to stay on the ball”.

*) 3Services are available in areas with 3Multimedia coverage. In areas with 3Basis coverage the availability depends on the 3Mobile that is used.

About 3:

Hutchison 3G Austria is a wholly owned subsidiary of Hutchison Whampoa Limited (“HWL”). Based in Hong Kong, HWL has been granted an UMTS license in November 2000 to operate third generation mobile services in Austria. In May 2003, Hutchison 3G Austria launched the first purely mobile multimedia in the Austrian market under the brand “3” and has already acquired more than 15,000 customers. 3 is a convergence of telecommunication, internet and classic media, providing innovative multimedia products and services for mobile usage (e.g. video call, video clips, etc.) and conventional mobile communication services (e.g. voice calls, SMS, MMS).

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