



The **WALT DISNEY** Company Asia Pacific Limited

**Hutchison
Telecom**

Telecommunications operations of
Hutchison Whampoa Limited



Contact:
Kim Kerscher
Walt Disney Internet Group
(1) 818-623-3266

Frances Ng
Hutchison Telecommunications (Hong Kong) Limited
(852) 2128 6739

WALT DISNEY INTERNET GROUP AND HUTCHISON TELECOM ENTER INTO CONTENT DISTRIBUTION AGREEMENT

Disney Mobile Content to be Distributed in Hong Kong

NORTH HOLLYWOOD, CALIF. and Hong Kong – (4th September 2001) – Walt Disney Internet Group and Hutchison Telecommunications (Hong Kong) Limited (Hutchison Telecom) have entered into a cooperative relationship to distribute Disney branded wireless content under the Disney Mobile brand over Hutchison Telecom's Orange Dualband and CDMA networks in Hong Kong.

Available this Fall, the Disney Mobile service on Hutchison Telecom will include downloadable content based on Disney's lineup of popular characters, including screensavers, wallpapers, logos, e-cards, and ring tones. Orange users will also be able to download the territory's only Disney colour content. The Disney Mobile service can be accessed either via Orangeworld WAP service, Orangehk.com or short message service. The initial content offering will be expanded in the future to include games and other more advanced content as Hutchison further develops its networks and handset base.

"Hong Kong is an advanced wireless market "said Mark Handler, executive vice president and managing director, Walt Disney Internet Group. "We are pleased

to make our content available to the subscribers of Hutchison, a leading wireless operator in this market.”

Mrs. Agnes Nardi, Managing Director of Hutchison Telecom said “As the operator to offer the world’s first WAP platform download services and the widest selection of download content, we are delighted to partner with Walt Disney Internet Group to introduce Disney content to local Orange users. In line with the rapid development of WAP and high-speed data services in the territory, we will continue to work closely with Walt Disney Internet Group to offer Orange users more diversified Disney content in the future.”

About Walt Disney Internet Group

Walt Disney Internet Group (WDIG) provides strategic leadership and operational management for The Walt Disney Company’s Internet properties including category leaders Disney.com, ESPN.com, ABCNews.com and ABC.com. WDIG has led the way in developing new forms of interactive content, such as its Enhanced TV service which showcases the convergence of video and interactive programming, and is a market leader in developing and distributing entertainment and informational content to new platforms. Through relationships with some of the world's largest wireless carriers, WDIG distributes content and services to wireless users under the Disney, ESPN and ABC brands. Steve Wadsworth is president of WDIG, which is headquartered in North Hollywood, CA, and has operations in Seattle, New York, Tokyo and London.

About Hutchison Telecom

Hutchison Telecom is the largest and most innovative mobile operator in Hong Kong with a subscriber base of over 1.7 million. Hutchison Telecom unveiled its world’s first CDMA commercial network in 1995 and Asia's first Dual Band GSM network in 1998. Through first-class network quality, the widest international roaming coverage, and a range of innovative product and service initiatives, Hutchison Telecom is providing the best level of mobile services under the

Orange brand, with a leadership position in the corporate and business mobile market. The Company is also pioneering the development of mobile data communications. Hutchison Telecom launched Hong Kong's richest wireless Internet service – Orangeworld in May 2000, and unveiled the first 2.5G packet data mobile service in August 2000 with the fastest 64Kbps data transmission speeds. In August 2001, the Company pioneered the territory's first GPRS handset with Kjava applications, as well as GPRS and IS95B roaming service. Hutchison Telecom is actively expanding its portfolio of service offerings in mobile multimedia, high-speed data communications and m-commerce services, as part of its preparation for 3G. For more information about Hutchison Telecom, please visit the Company's website at www.orangehk.com.

###