



## M1 to launch iPhone 4 on 30 July

**SINGAPORE, 27 July 2010** - M1 today announced that it will launch iPhone 4 in Singapore on 30 July. Customers can select from a range of available tariff plans, including the Take3 programme that offers iPhone 4 at no upfront cost and the Value plan that offers monthly subscriptions as low as \$36.

iPhone 4 features FaceTime, which simplifies video calling, and Apple's stunning new Retina display, the highest resolution display ever built into a phone, resulting in super crisp text, images and video. iPhone 4 also features a 5-megapixel camera with LED flash, HD video recording, Apple's A4 processor, a 3-axis gyro and up to 40 percent longer talk time - in a beautiful all new design of glass and stainless steel that is the thinnest smartphone in the world. iPhone 4 comes with iOS 4, the newest version of the world's most advanced mobile operating system, which includes over 100 new features. The revolutionary App Store provides access to more than 200,000 apps including the new iMovie app built just for iPhone 4.

"We are excited to bring iPhone 4 to our customers on the most advanced network in Singapore," said P Subramaniam, Chief Marketing Officer of M1. "We offered revolutionary plans for iPhone 3GS and are extending the same unbeatable value to customers buying iPhone 4."

M1 will celebrate the iPhone 4 launch at 12:00 AM on 30 July at its flagship store at Paragon for invited customers only. Invited customers can also obtain the iPhone 4 from 9am, 30 July at M1 shops at Plaza Singapura, West Mall, Tampines and Bugis and two exclusive dealer shops at Jurong Point and Ang Mo Kio Hub. To provide an enhanced customer experience, the M1 Shop at Plaza Singapura will be manned by specially-trained staff to provide set-up and after sales care service.

### Pricing and tariff plans :

	<b>Value</b>	<b>Lite</b>	<b>Extreme</b>	<b>Unlimited</b>
<b>Monthly Subscription</b>	\$36	\$56	\$98	\$198
<b>Free Local Voice &amp; Video Calls</b>	100 mins	300 mins	700 mins	Unlimited
<b>Free Local SMS &amp; MMS</b>	500	500	500	Unlimited
<b>Free Local Data Bundle (up to 7.2mbps)</b>	12GB	12GB	Unlimited	Unlimited
<b>iPhone 4 16GB</b>	\$480	\$210	\$0	\$0
<b>iPhone 4 32GB</b>	\$620	\$360	\$60	\$0
<b>iPhone 3GS 8GB</b>	\$360	No cost on Take3 or \$60	\$0	\$0

**Note : All iPhone plans and prices are inclusive of 7 percent GST. Maximum excess data usage charges capped at \$30 on Value and Lite plans.**

For further information please visit [www.m1.com.sg/iPhone](http://www.m1.com.sg/iPhone)

M1, Singapore's most exciting and innovative integrated communications service provider, was launched in April 1997. It provides a full range of voice and data as well as fixed and mobile broadband services. M1 aims to be the leader in the communications business, focusing on value, quality and customer service. More information on M1 is available at [www.m1.com.sg](http://www.m1.com.sg)