



NOKIA

New Year's Eve

HONG KONG MUMBAI BERLIN RIO NEW YORK

PRESS RELEASE

Nokia New Year's Eve Rocks Hong Kong with a debut New Year music party held in front of the magnificent Victoria Harbour

Millions of music lovers around the world create history together and celebrate the New Year in the largest ever global countdown party

Hong Kong, Dec 31, 2006 – Nokia today hosted the “Nokia New Year's Eve” event at the Rooftop car park of Ocean Terminal, Harbour City, Tsim Sha Tsui, welcoming 2007 together with four other major cities around the world including Mumbai, Berlin, Rio de Janeiro and New York in the world's largest countdown marathon.

An audience of over 6,000 had filled up the venue with people queuing up hours prior to the show in order to obtain the best views and positions. In addition to being the first group to participate in the first stop of this first-ever global event, this group of Hong Kong audience was also the first to celebrate the New Year at this venue, which embraces a spectacular panoramic view of the world famous Victoria Harbour. The unique city skyline and neon lights had also formed a remarkable 360 degree backdrop, setting a perfect stage for such a special occasion.

The response from the audience was overwhelming with the star-studded performance by prominent international and local artists including English pop group Atomic Kitten, DJ Jamaster A, Eason Chan, Grasshopper, Hacken Lee, Joey Yung, Josie Ho, Jun Kung, Paul Wong, Soler and Twins. The audience were singing and dancing together, creating an air of joy and terrific party atmosphere throughout the entire night.

The climax of the event came during the final moments of the countdown. A giant 3D countdown clock was displayed in the middle of the stage to bring an unforgettable finale to 2006. Audience was led into the pinnacle moment of the night when firework effects went off upon the arrival of the year 2007, forming a brilliant fountain wall 25 feet tall that mesmerized the audience. The party was then concluded with a visually stunning confetti effect as audience waved eagerly to welcome 2007 and greeted one another a happy new year.

Following the enormous celebration in Hong Kong, the audience in Mumbai, Berlin, Rio de Janeiro and New York also felt the passion and love for music that Nokia brought to them. From Nelly Furtado's clubbing hits; Scissor Sisters' fun and optimistic party pop to Black Eyed Peas' modern hip-hop, Nokia has brought music to people of different culture and background in different geographic locations. The “Nokia New Year's Eve” has not only created an extraordinary and exciting night for all the participants, but connected people all over the world with music.

“Throughout history, it has been true that music evokes emotions, feelings and memories. In a recent international survey conducted by Nokia, it shows that there is a distinct relationship between people and the music they hear.” says Colin Giles, Senior Vice President, Customer and Market Operations, China Area, Nokia. “This is the reason why Nokia had the first-ever music countdown event with people around the world – to encourage people to share their feelings with others and to be connected with other people.”

"Living up to our promise of 'Connecting People', Nokia New Year's Eve aims to connect millions of people from around the world through music and mobility," says Bruce Lam, General Manager, Customer and Market Operations, Hong Kong and Macau, Nokia. "Nokia New Year's Eve leverages the power of television, radio, the internet, live events and the world's most exciting music artists to get people talking, sharing and celebrating on one incredible night."

Being a leading mobile manufacturer, Nokia has again brought exceptional excitement to audiences through innovative mobile technology. Sharing their happiness with friends, the audience can send their greetings via SMS to the giant display on stage. They are also able to download artists' wallpapers and animated wallpaper via two Bluetooth Poles on site; as well as the remixed Nokia ringtone especially created by DJ Jamaster A, marking a highly interactive celebration for the night. Music lovers unable to attend in person could still experience the party by streaming the archived event clips. The exciting performances of selected artists would also be available for viewing starting from 9am on 1st Jan, 2007 via selected operators. Viewers could share the joyful moments freely and relive the exciting moments of the night.*

In addition, a parallel event was held in Shenzhen simultaneously with Nokia New Year's Eve in Hong Kong, marking the largest New Year celebration in Mainland China this year. Performed by famous artists including David Tao, the entire Shenzhen event was live broadcasted on Hunan TV.

For further information, please visit the local website www.nokia.com.hk/newyeareve.

* Viewer should check with their respective operators on the connecting fee.

About Nokia

Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations.

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