

7 July 2009 – Singapore

Media Alert – HTC Blings Magic for Charity



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*HTC Pledges 100% Proceeds from
Limited Edition Phone Auction to Charity*

HTC Corporation, a global leader in mobile phone innovation and design, today announced the commencement of the open bidding for a pair of HTC Magic™ limited edition for a worthy cause – to support in the fight against child prostitution, child pornography and the trafficking of children for sexual purposes with. All proceeds from the auction will be donated to ECPAT International.

A supporter of charitable causes, HTC is set to stage this bidding exercise region-wide to maximize its reach in creating awareness on the escalating number of children being exploited in Southeast Asia. Charity-enthusiasts will have the opportunity to support not only a good cause but also a chance to own one of the two HTC Magic™ limited edition phones, both exclusively designed and skin-on using high-tech machine by Digiskin® and encrusted with CRYSTALLIZED™ - *Swarovski Elements*.

The HTC Magic limited edition comes with a suite of features, including a fully customizable Home screen that lets you put applications, music or contacts widgets, Smart Dialer for you to call people in whatever way you think, and a versatile on-screen keyboard with predictive text - but these limited HTC Magic phones have so much more!

Digiskin®, a participant of Create Your Style initiative by CRYSTALLIZED™ – *Swarovski Elements*, has added a personal flair to the phone by helping to

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conceptualise and design the exquisite skinning motifs using crystal elements that blings out the front and back of this limited edition phones.

The HTC Magic limited edition is named ‘Hopes and Aspirations’ - for the children whose unfortunate fate have left them trapped in the realm of callous acts.

The black piece, titled “*Wish Upon A Star*”, is inspired by the zeal of a child wishing upon a shooting star amidst a star-studded night.



The white piece, titled “*Blossoms of Hopes*”, is inspired by the saying by Lady Bird Johnson, ‘where flowers bloom so does hope’.

“ECPAT International would like to thank HTC for sharing our vision on one of the growing problems in Asia, and helping to play a pivotal role in creating awareness on the issues of sexual exploitation of children through their sponsorship. This HTC project is a valuable contribution to work on as it will make a difference in the lives of children and ensures their right to

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protection,” says Carmen M. Madriñán, Executive Director of ECPAT International.

Given its premium design, its value as a communication tool and companion is unmistakable. But for a limited time, the HTC Magic limited edition's worth will expand past that of its purchase value.

Bidding for the HTC Magic Limited Edition phones will kick start on HTC's micro site, www.bidyourmagic.com and will be open to hopeful bidders from Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam and Cambodia. Bidding will now begin with a starting price of USD \$888. The bidding period will last for one month and will end Friday, 31st July 2009, at 11:59pm.

The two limited edition HTC Magic phones encrusted with CRYSTALLIZED™ - *Swarovski Elements* are available in black and white. 100% of the winning bid goes to support elimination of child sexual exploitation through ECPAT.

About ECPAT International

ECPAT International is a global network of organisations and individuals working together for the elimination of child prostitution, child pornography and trafficking of children for sexual purposes. As a global alliance of 81 organizations in 75 countries around the world, ECPAT's work encompasses empowering vulnerable children and youth, providing services to child victims, building the capacity of child welfare professionals, advocating and lobbying for government action, conducting research on the issue and carrying out awareness raising campaigns to promote social action. For more information please visit; www.ecpat.net.

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About Digiskin

DIGISKIN® is more than providing premium skinning. DIGISKIN® believes that quality skinning comes with professional consultation and service, hence making every digiskinning a memorable experience for all. DIGISKIN® is a participant of CREATE YOUR STYLE initiative by CRYSTALLIZED™ - *Swarovski Elements*. This allows even greater creativity in adorning tech gadgets with alluring designs and dazzling crystals.

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