



PRESS RELEASE
FOR IMMEDIATE RELEASE

HTC defines Mobile Computing with Introduction of Shift

HTC Shift Combines 3G Connectivity, Windows Vista® and
an innovative sliding keyboard design

Singapore – January 17, 2008 – HTC Corp. (TAIEX: 2498; “HTC”), the world's leading provider of Microsoft® Windows Mobile® smart devices, today announced the expansion of its product portfolio to include a groundbreaking computing device that focus on providing users with the definitive mobile computer experience. The HTC Shift brings a new era in mobile computing by combining the power of Windows Vista® 3.5G/HSDPA connectivity and always-connected push email into an innovative sliding keyboard design. The HTC Shift is the epitome of extraordinary form, and delivers unparalleled functionality in a sleek, compact design.

The HTC Shift is HTC's first device to feature the innovative new SnapVUE™ technology. SnapVUE™ provides instant access to emails, calendar, SMS messages and contacts without the need to fully boot up the device, helping to conserve power and extend battery life.

With onboard tri-band UMTS/HSDPA and quad-band GSM/GPRS/EDGE, the HTC Shift allows users to link up to any mobile network, and enjoy high-speed internet access anywhere. With Bluetooth® 2.0 and Wi-Fi®, the Shift is also a perfect companion with most PCs, notebooks and wireless LAN networks.

Weighing in at just 800g and equipped with a 7” touch sensitive ‘slide-n-tilt’ screen, the HTC Shift also hides a full QWERTY keyboard. With up to 2 days of battery life on standby, the HTC Shift is the new way to work efficiently and effectively on the move. (Subject to operation circumstances and settings)



“The HTC Shift is changing the paradigm for how people work and communicate when they are mobile,” said Jack Tong, VP of HTC Asia. “This device bridges the gap between being mobile and being in the office, giving customers a new choice in how they work, communicate and live.”

Pricing & Availability:

The HTC Shift will be available from February 2008 at all authorized resellers at a suggested retail price is SGD \$2,188 (inclusive of 7% GST).

**All prices are subject to pricing policies of individual operators.*

*** Push Mail is only available when partnered with servers running Microsoft Exchange Server 2003 updated to SP2 and Microsoft Exchange Server 2007.*

About HTC

Founded in 1997, HTC Corp. (HTC) designs, manufactures and markets innovative, feature rich smartphone and PDA Phone devices.

Since its establishment, HTC has developed strong R&D capabilities, pioneered many new designs and product innovations and launched state-of-the-art PDA Phones and smartphones for mobile operators and distributors in Europe, the US, and Asia. These machines are available as HTC devices and as products individually customized for operator and device partners.

HTC is one of the fastest growing companies in the mobile device market. The company is listed on the Taiwan Stock Exchange under ticker 2498. For more information about HTC, please visit www.htc.com.

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