

Significant Events



DATE	EVENT
Dec 2000	SUNDAY won the Asian Advertising Campaign of the Year 2000 (<i>MEDIA Magazine</i>).
Dec 2000	Ranked 2nd for brand recall of TV Advertising in Hong Kong for Year 2000 (<i>MEDIA Magazine</i>).
Dec 2000	Launched Speedy Message Service (SMS) Portal and related services.
Oct 2000	SUNDAY won the Gold Prize and the Citation for Outstanding TV Campaign of HKMA/TVB Award for Marketing Excellence 2000.
Oct 2000	Teamed up with sctrade.com and Hewlett Packard to provide Hong Kong's first open WAP platform solution for secure e-trading.
Jul 2000	SUNDAY and Nike teamed up to offer Hong Kong's first ever "Nike Virtual Trainer" programme for women.
May 2000	SUNDAY 3G partnership formed with Nortel Networks, Hewlett Packard and PacketVideo.
May 2000	SUNDAY and Dickson Cyber Concepts "Cybermall" partnership created.
May 2000	Joined industry forum to develop common platform for m-commerce in Hong Kong.
Mar 2000	SUNDAY listed on the Stock Exchange of Hong Kong and the NASDAQ raising HK\$2.6 billion (US\$334 million) new share capital.
Feb 2000	SUNDAY launched wireless on-line stock trading with BOOM.com.



SUNDAY