

Towngas Launches First iPhone App “Over 1,000 Cooking Ideas at Your Fingertips”

(11 January 2011) The Hong Kong and China Gas Company Limited (Towngas) launched its first iPhone app, providing an interactive platform where users can access over 1,000 recipes and step-by-step cooking videos, play MaggieMarket’s first iPhone App game, report meter readings and join the Company’s Low Carbon Action! campaign to lead a low carbon life.

“Over 1,000 innovative cooking ideas at your fingertips”

The “Recipes” feature provides over 1,000 on-line recipes, a collection that outnumbers any other similar app. The recipes are clearly categorised under ingredients, cooking methods, courses and cooking levels. Users can check out the myriad ways of cooking each type of meat or vegetable, from steaming and stir-frying to grilling, roasting, braising, baking and deep-frying, while many recipes are further supplemented with step-by-step cooking videos. With this pocket-sized culinary guru in hand, even the most amateur cook can enjoy the fun of cooking easily, conveniently and in a green manner.

For those who cannot decide what to cook for the day, the three dishes recommended everyday on the app’s “Today’s Recipes” feature provides some great ideas, and the “share by SMS” feature makes shopping for ingredients both faster and easier.

Promoting low carbon cooking with MaggieMarket’s iPhone game

Towngas joined hands with popular illustrator MaggieMarket to launch her first iPhone game app, entitled “My Way of Low Carbon Flame Cooking”. MaggieMarket teaches players how to prepare pan-fried steaks, stir-fried bok choy, carrot soup and deep-fried chicken legs. Users thus learn all about low carbon cooking via a variety of fun cookery games.

Embracing a low carbon lifestyle with Towngas’ on-line services

The “eService” feature enables customers to report their meter readings and use the e-billing alert service with just a few clicks, while the Low Carbon Action! facility provides useful green tips as well as a low carbon diary.

“This is the first time Towngas has launched an iPhone app. It offers Towngas with a brand-new opportunity to appeal to our customers through daily interaction.” said Ms Wong Sau Ying, Towngas’ Head of Corporate Communications. “Since smartphones are getting more and more popular, our aim is to promote our hottest and most convenient services, from our on-line recipes

to meter reading reporting as well as our ‘Low Carbon Action!’ diary, through this mobile web platform. It also gives fresh impetus to our low carbon initiatives with the raising of public awareness of the benefits of flame cooking.”

Special Offers for Towngas App Users

Promoting this service, Towngas App users can enjoy a special offer at Flame@Towngas Avenue. With the purchase of any main course, customers can choose an additional dish from any one of the complimentary selections: main course\entrée\soup\dessert. Customers also receive a hot drink free. Further details of this special offer are available from Towngas staff when orders are placed. This special offer is valid until 13 February.

Press Photos

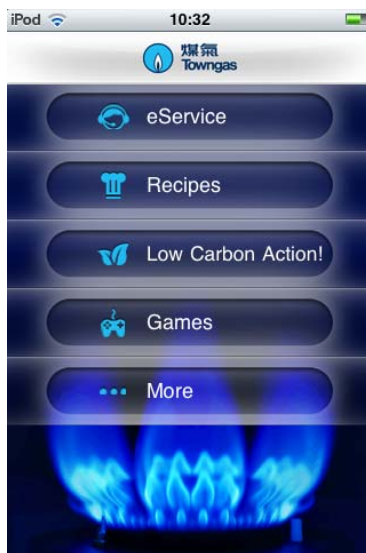


Photo 1: The Towngas iPhone App features Recipes, step-by-step videos, MaggieMarket’s cookery game, Towngas eServices and a “Low Carbon Action!” diary.



Photo 2: This app offers over 1,000 recipes, which are clearly categorised under ingredients, cooking methods, courses and cooking levels. Information is also supplemented with step-by-step cooking videos. The 'Today's Recipe' feature provides three delicious recipes every day. Ingredient lists can also be shared by SMS to make shopping easier.



Photo 3: Play MaggieMarket's first iPhone App game and learn all about low carbon cooking.



Photo 4: Users can report meter readings and receive ebill alerts anytime, anywhere.

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