



For Immediate Release

HKBN bbTV goes urban with the launch of TRACE

(Hong Kong, 18 March 2010) Hong Kong Broadband Network Ltd (“HKBN”), a wholly owned subsidiary of City Telecom (HK) Limited (SEHK: 1137, NASDAQ: CTEL), is pleased to announce the launch of TRACE, the first TV channel exclusively dedicated to urban culture on its bbTV, subscribers can now enjoy hundreds of Hip Hop and R&B music videos running 24/7 every week at less than 2USD (HK\$15) per month.

Available on bbTV’s Channel 506, TRACE has a full house of urban music genres focusing on the latest in R&B, Hip Hop, Dancehall, Reggaeton, Oriental, Afro beats, Electro, Dance, Club... etc., in different formats including music videos, concerts, interviews and documentaries, featuring an all star line up of R&B and Hip Hop Icons such as Beyonce, Rihanna, Alicia Keys, Eminem, Akon, 50 Cent, Lady Gaga, Black Eyed Peas and much more. In celebration of TRACE’s debut in Hong Kong, bbTV subscribers will be able to win two plane tickets to Paris with hotel accommodations through a 4 weeks “Watch & Win” competition.

Mr. Olivier Laouchez, Chairman & Chief Executive Officer of TRACE, said, “Carrying with us the success in promoting urban culture in more than 145 countries; we are proud to first meet local audience through HKBN, the fastest growing ISP in Hong Kong. Embracing diversity and interactivity, we look forward to further enrich the local music scene with the latest urban hits from around the globe via HKBN’s advance fibre-based network.”

HKBN’s Managing Director of Business Development, Ms. To Wai Bing said, “Urban culture has been flourishing in Hong Kong for years and is a growth market, with a widening audience ranging from teens to those in their early 30s. We are delighted to be the first in Hong Kong to introduce TRACE, a 24/7 dedicated TV channel for urban music, and are certain that subscribers would be thrilled with this latest entry to our expanding list of content.”

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About City Telecom/Hong Kong Broadband Network Limited

Established in 1992, City Telecom (H.K.) Limited (SEHK: 1137, NASDAQ: CTEL) provides integrated telecommunications services in Hong Kong via its own self-built fibre network. City Telecom's wholly-owned subsidiary, Hong Kong Broadband Network Limited (HKBN), is the second largest and fastest growing broadband service provider in Hong Kong. HKBN offers a diversified portfolio of innovative products that service over 1,004,000 subscriptions for broadband, local telephony, IP-TV and corporate data services. The Company has built a solid market position with top-of-the-line applications and practices enabling its substantial growth. The company takes great pride in developing its 3,000 Talent force into a competitive advantage. Additional information on City Telecom can be found at www.ctigroup.com.hk.

About HKBN bbTV

Since its launch in August 2003, HKBN bbTV has now a subscribership of 158,000 households. bbTV now offers over 100 channels, which includes highly popular channels such as Disney Channel, Disney Playhouse Channel, Discovery Channels, National Geographic Channel, National Geographic Wild, AXN, National Geographic Adventure, Sony Entertainment Television, MTV China, Animax and Nickelodeon etc., together with 24 News and an array of drama channels, delivering world class TV content subscribers. Additional information on HKBN bbTV can be found at <http://www.bbtv.com.hk>

About TRACE

TRACE is the first and only international brand and media platform focused on urban music and culture. Launched in 2003, TRACE has developed an international paid-TV network through 200 distribution contracts with leading cable, DTH, mobile and broadband operators in 145 countries. Beyond TV, TRACE has extensions and assets in mobile, web, radio, content and events. TRACE is owned by its founders and management, Goldman Sachs and individual investors. Additional information on TRACE can be found at <http://eng.trace.tv/>

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bbTV

**全新國際音樂頻道
隆重登場**

506台 TRACE 強勢音樂頻道

TRACE
#1 URBAN TELEVISION

以各式各樣都市音樂作主題，
致力將音樂文化帶給世界各地
熱愛音樂的人。

Lady Gaga

Black Eyed Peas

mika

Alicia Keys

Eminem

music