



For Immediate Release

HKBN bbTV further expands with Hallmark Channel & SCI FI

(Hong Kong, 19th April 2010) Hong Kong Broadband Network Ltd ("HKBN"), a wholly owned subsidiary of City Telecom (HK) Limited (HKEX: 1137, NASDAQ: CTEL), is pleased to announce the launch of Hallmark Channel and SCI FI on our bbTV platform. These new offerings further enrich our IP-TV offerings to 109 channels with exciting entertainment from the dedicated channel brands from a global leader in entertainment – Universal Networks International. bbTV subscribers can now enjoy both the new channels for free till 16th May, 2010, and then subscribe the channels at a monthly fee of US\$5.00 (HK\$38), or by adding US\$2.60 (HK\$20) to their existing bbTV monthly fee package, with both options being 24 months contract basis.

HKBN's Managing Director of Business Development, Ms. To Wai Bing said, "Matching with our fast growing business strategy, bbTV has been rapidly expanding our collection of global content in recent months, securing our customers ever better value for their subscriptions. We are confident that the latest additions of renowned entertainment TV brands Hallmark Channel and SCI FI will further enhance our delivery of best valued premium family TV entertainment to viewers in Hong Kong."

Hallmark Channel is the destination for English-language entertainment anchored around real-life situations, showcasing contemporary TV dramas with stories and situations that strike a chord with the lives of viewers, such as the first-run and exclusive talkshow, *Oprah*, and the unscripted reality series, *The Biggest Loser Asia*. *The Biggest Loser Asia*'s second season is in the pipeline having recently concluding its highly successful run of the inaugural season.

SCI FI is the leading global brand that fuels the imagination. SCI FI is a channel to other worlds through an exciting showcase of the best content from the worlds of science fiction and fantasy, spanning supernatural, fringe science and apocalypse. Tune in to SCI FI for the world's most popular imagination-driven content such as the highly innovative TV series *Sanctuary*. Asia viewers will soon be able to catch the action-packed, award-winning series *Stargate Universe* first on SCI FI in July.

- End -

About City Telecom/Hong Kong Broadband Network Limited

Established in 1992, City Telecom (H.K.) Limited (HKEX: 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 fastest growing broadband service provider in Hong Kong. HKBN offers a diversified portfolio of innovative products that service over 1,027,000 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 it 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 157,000 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 Universal Networks International

Universal Networks International is one of the world's premier entertainment networks, delivering quality content and compelling brands to over 150 million viewers in 130 countries across Europe, the Middle East, Africa, Latin America and Asia. The portfolio is spearheaded by five core channels - **Syfy Universal, Diva Universal, Studio Universal, Universal Channel and 13th Street Universal** -, which deliver a full range of entertainment experiences to local audiences across the globe. Universal Networks also operates Movies 24, the (non-US) Hallmark Channel and an interest in the KidsCo joint venture.

Universal Networks International is part of NBC Universal; one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

Additional information on Universal Networks International can be found at

http://www.nbcuni.com/Global_Networks/

About Hallmark Channel

Owned by Universal Networks International, Hallmark Channel brings a variety of English-language entertainment anchored around real-life situations that greatly appeals to women. Women all around the world, who want to look good, feel great and live on their own terms – Hallmark Channel understands what they want. Modern women with diverse interests and life responsibilities are drawn to Hallmark Channel's distinct offering of contemporary television dramas with stories and situations that clearly strike a chord with them. Live life, Love life on the Hallmark Channel.

Additional information on Hallmark Channel can be found at <http://hk.hallmarkchannel.tv/>

About SCI FI

SCI FI is the leading global brand that fuels imagination through science fiction, fantasy, mystery, paranormal and alternate realities. Transporting audiences to a realm of endless possibilities, SCI FI is a channel to other worlds. Reaching approximately 3 million people each week globally, SCI FI is an entertainment channel featuring a continuous stream of exclusive series premiere, cinematic hits and special events. SCI FI – where Imagination lives.

Additional information on SCI FI can be found at <http://www.syfy.com/>

For Enquiries, please contact:

Hong Kong Broadband Network Ltd.

Ms. Jessie Cheng

Tel: +852 3145 4118

Fax: +852 2199 8372

Email: chengcm@ctihk.com

Universal Networks International

Ms. Marlene Ee

Tel: +65 6326 1872

Fax: +65 6326 1800

Email: marlene.ee@nbcuni.com

APPENDIX I:

Hallmark Channel (bbTV Ch319)



全新國際頻道
已經登陸 **bbTV**

319台 Hallmark Channel
致力為觀眾提供優質影視娛樂，以真實生活為材，除了精彩首播劇集，更搜羅了各式各樣猛片，包括喜劇、懸疑、驚悚等，為您獻上種種動人故事。

《步向紅毯之前》
《減磅霸王》
《仁心仁術》
《尋人密探組》

SCI FI (bbTV Ch320)



全新國際頻道
已經登陸 **bbTV**

320台 SCI FI Channel
將科幻小說搬到大銀幕，科幻、懸疑電影和劇集24小時不停播放，讓觀眾從現實中澈底抽離，完全進入幻想世界。

《靈媒緝兇》(鬼線人)
《靈感應》
《異形庇護所》
《超能英雄》