



For Immediate Release

“Make a Difference” - HKBN Launches News Anchor Global Search

(Hong Kong, 9 December 2009) Hong Kong Broadband Network Ltd (“HKBN”), a wholly owned subsidiary of City Telecom (HK) Limited (HKSE: 1137, NASDAQ: CTEL), is pleased to announce our “Make a Difference” 2009 News Anchor Global Search. This program aims at bringing the strong sense of mission and passion towards TV news industry from the fresh talents into our 24-hour news channel, and at the same time nurturing them into our Next Generation TV News Anchor.

At HKBN, we share the Core Value that: “To experience the emotion of competition, winning, and crushing competitors”. Candidates who share this spirit and possess necessary basic skills such as language and presentation skills can submit their application through Joint Institute Job Information System, the common job search platform connecting tertiary institutions in Hong Kong. 8 finalists will be selected to join a technique workshop on 8 January 2010 and our “Next-Generation News Anchor Contest” on 15 January 2010, with former famous news anchor including Ms. Sharon Cheung, Ms. Rachel Miu and famous column writer and radio program host Mr. To Kit as panel judges.

The Next Generation News Anchor will be given extensive exposure on news assignment and production across all local and social aspects over a tailored 12 months program and be personally mentored by an experienced news editor. Exclusive opportunity for field visit to 2010 Africa World Cup or Shanghai World Expo 2010 will also be offered.

“At HKBN, we are providing great value to our broadband subscribers through our Next Generation network infrastructure. But we will not be satisfied with this, and so our management is keen to strengthen our IPTV service arm. With the Next-Generation TV News Anchor, we believe that the new force will bring insights to our news contents, thus enhancing our self-produced channels and our 24-hour News Channel will continue to be at the top of our viewership list,” Mr. Earnest Li, News Controller of HKBN said.

Please visit: <http://www.youtube.com/user/HKBNnews> for a video of the “MaD” Anchor Recruitment. Interested candidates can send their resumes, a 200-word essay and 30-second self-introduction video to Talent Management Department, 39/F, Tower 1, Metroplaza, 223 Hing Fong Road, Kwai Fong, N.T., Hong Kong on or before 18 December 2009.

- End -

About City Telecom/Hong Kong Broadband Network Limited

Established in 1992, City Telecom (H.K.) Limited (SEHK: 1137, NASDAQ: CTCL) provides integrated telecommunications services in Hong Kong. City Telecom's wholly-owned subsidiary, Hong Kong Broadband Network Limited (HKBN), is in the process of expanding its Next Generation Network from approximately 1.62mn to 2.0mn homes pass. HKBN has achieved an aggregate Voice, Broadband (symmetric 25Mbps up to 1Gbps) and IP-TV services base in excess of 943,000 subscriptions. 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 170, 000 households. bbTV now offers over 90 channels, which includes highly popular channels such as 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>

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Appendix – Recruitment Poster



一個機會 · 投身電視新聞

未來主播!

MaD Anchor

Make a Difference

報名方法：
只要你有大專或大學程度，又想成為電視新聞「革命分子」及主播
拍短片、燒焦碟—30秒廣東話自我介紹
寫篇文、交履歷—用200中文字講理想、感水史

**入圍者可參與「電視新聞主播技巧」工作坊
再接受「三關挑戰」
由評判選出「未來主播」
成為香港寬頻一分子**

寄港葵興芳路223號新都會廣場第一期39樓人才管理部
封面註明「應徵MaD Anchor未來主播」及「機密」

如有任何查詢
歡迎電郵至 resume@climail.com
或致電 3145 6275 黃小姐

截止日期：2009年12月18日
比拚日期：2010年1月

香港寬頻 BBTv