



For Immediate Release

HKBN Launches AXN Beyond Channel

(Hong Kong, 5 May 2011) Hong Kong Broadband Network Limited (“HKBN”, a wholly-owned subsidiary of City Telecom (HK) Limited, HKEX: 1137, NASDAQ: CTEL) is pleased to announce the addition of AXN Beyond Channel on its bbTV platform. Starting from 5th May 2011, existing subscribers can enjoy this new channel together with Sony Entertainment Television at HK\$50/month, new subscribers would have a special bundling offer to the basic package by adding HK\$30/month to enjoy these 2 channels.

AXN Beyond is a hip, new TV destination from SPE Networks – Asia, the broadcaster that brought Asia its No.1 English general entertainment channel AXN. Wholly-owned by Sony Pictures Entertainment, AXN Beyond offers a broad slate of the newest, freshest shows from a wide spectrum of genres across fantasy, comedy, suspense, romance, science fiction, as well as drama and reality. In addition to its many first-run U.S. shows, the channel offers British programmes to add variety to an already wide range of entertainment choices.

“We target to promote our bbTV as a mass market TV platform to serve every segment of the community. Apart from education, entertainment and informative content, we are now adding color on excitement side, by adding AXN Beyond, bringing our subscribers totally “out of ordinary” experience. I firmly believe that it would help us to expand our audience reach in Hong Kong and it is an imperative channel for those thrill-seekers.” said Ms. To Wai Bing, Managing Director of Business Development.

“Viewers who are familiar with the great shows on AXN will love the fantastic range of world class entertainment programmes from the US and UK on AXN Beyond. As a hip, new channel, AXN Beyond not only appeals to young viewers, but just about anyone seeking the freshest entertainment choices on television. We have every confidence AXN Beyond will be a new TV destination of choice for bbTV subscribers,” said Mr Ricky Ow, Senior Vice President and General Manager, SPE Networks – Asia.

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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 1,110,000 subscriptions for broadband, local telephony and IP-TV. 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 around 3,000 Talent force into a competitive advantage. Additional information on City Telecom can be found at www.ctigroup.com.hk

About AXN Beyond

From the team that brought Asia its No.1 English general entertainment channel AXN, comes the hip, new TV destination, AXN Beyond.

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越<騎呢>就越<正常>，
越<奇幻>就越<逼真>，
越<恐怖>就越<過癮>！

AXN Beyond 網羅最頂尖的科幻、靈異、恐怖及懸疑的英語劇集、真人節目及電影，帶你挑戰官能極限，享受超乎想像的娛樂新睇驗！

AXN Beyond offers a variety of the newest and freshest shows across different genres including fantasy, suspense, romance, science fiction, as well as drama and reality.

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