



HKBN Launches MEGA Theatre-On-Demand

(Hong Kong, 3 April 2012) Hong Kong Broadband Network Limited ("HKBN", a wholly-owned subsidiary of City Telecom (HK) Limited, HKEX: 1137, NASDAQ: CTEL) proudly presents Hong Kong with an awesome new movie-watching experience! Kicking off the latest advertising campaign for our bbTV's MEGA Theatre-On-Demand, our customers can now enjoy six major thematic Theatre-On-Demand movie channels together with 46 international and local top-notch channels at just HKD119/month (~USD15/month).

By subscribing to the service, movie buffs no longer need to deal with piles of DVDs and can "run their own shows" with our gigantic movie library, which includes over 500 blockbusters movies from renowned international and local studios like Sony Pictures, Warner Bros., Universal, Golden Harvest and Media Asia, by simply one click, at any time, whenever they desire.

For more information of our bbTV's MEGA Theatre-On-Demand, please visit

<http://www.bbtv.com.hk/svod/en/>

- 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 fiber 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 1,240,000 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 its substantial growth. The company takes great pride in developing its over 3,000 Talent force into a competitive advantage. Additional information on City Telecom can be found at www.ctigroup.com.hk.

For Enquiries, please contact:

Corporate Communications

Jessie Cheng

Tel: +852 3145 4118

Fax: +852 2199 8372

Email: chengcm@ctihk.com

Investor Engagement

Peggy Chan

Tel: +852 3145 6068

Fax: +852 2199 8655

Email: investor_engagement@ctihk.com

Printed Advertisements, highlighting the individuality of the service, published on local newspapers

[illegible]

2012年 5月28日 世界末日

我話嘅！

皇牌自選影院

多部災難至激鉅片，加埋超過 **500** 部中西好戲隨點隨播，你話幾時煲，就幾時show！**6**大自選影院 + **46**條國際及本地精彩頻道，**月費\$119**。

仲有iPhone、iPad、Android行住睇app*，就快任你煲！



你話點就點

登記熱線：3498 2888

www.bbtv.com.hk/svod



條款及細則





優惠期至2012年4月30日，合約期24個月。1.「香港寬頻」bbTV服務只適用於指定「香港寬頻」覆蓋範圍內之住宅客戶。客戶若要求與「香港寬頻」簽署寬頻外之住宅收看bbTV服務，或指定以其他寬頻供應商提供bbTV服務，月費為\$388，合約期24個月。2. 客戶如欲訂購「香港寬頻」服務計劃，必須與指定供應商訂立，詳情可致電熱線查詢。3. 客戶可獨立登記「皇牌自選影院」服務計劃，合約期24個月。4. 若bbTV服務計劃合約期內不論任何原因被終止，客戶須支付\$950或合約期內剩餘影片費（以較高者為準）予「香港寬頻」作為原定服務賠償。5. 客戶從寬頻外所有有關「香港寬頻」的服務及設施，並同意接受有關條款及細則約束，有關條款及細則，可參閱www.bbtv.com.hk或向客戶服務部查詢。「香港寬頻」擁有最終決定權並保留對有關條款及細則之權利。*iPhone、iPad及Android之應用程式式即將推出，詳情隨後公佈。



香港寬頻

Appendix 2:

Mini site for MEGA Theatre-On-Demand: <http://www.bbtv.com.hk/svod/en/>





May 28th
2012
The End of the World
I said so!



0:14 / 0:31 360p

Watch more

- June 15th Super Heroes Day
- Jan 23rd April Fool's Day
- Jan 1st Chinese New Year
- July 24th Valentine's Day

At only \$119 per month, 6 major movie channels together with 46 international and local top-notch channels are all included.

We offer a series of disastrous movie ventures, along with more than 500 Asian movies and Hollywood blockbusters available to SHOW you at anytime whenever you desire. In future, you can quickly watch movies live on your iPhone, iPad and Android* exclusively.

Register Now!

Play more

Stay tuned

Soon you can engage your mood on any day!

Terms and conditions: Offer is valid until Apr 30, 2012. 24-month contract period is required. 1. HKBN's bbTV service is only applicable to customers at designated residential areas within the service coverage of Hong Kong Broadband Network Limited ("HKBN"). Customers may request subscription to HKBN's bbTV service at residential areas outside HKBN's service coverage areas or otherwise nominate another ISP for the transmission of bbTV service, with a monthly service fee of \$988 for a 24-month contract period. 2. Customers are required to use designated set top boxes for subscribing Mega Theatre-on-demand service plans. Please call our hotline for enquiries. 3. Mega Theatre-on-demand service plans include standalone plans and A-La-Carte plans. 24-month contract period is required. 4. If bbTV service plan is terminated within the contract period for whatever reasons, customer shall pay a sum of \$550 or the total amount of service monthly fees for the entire remaining contract period (whichever is higher) to HKBN as liquidated damages. 5. Customer agrees to comply with the general terms and conditions of HKBN and the relevant terms and conditions herein. The general terms and conditions of HKBN is available at www.bbtv.com.hk or by contacting the customer service hotline of HKBN. In case of any dispute, the decision of HKBN shall be final and conclusive. *iPhone, iPad & Android Apps will be available soon. Details will be announced later.

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