



For Immediate Release

HKBN bbTV welcomes new channel: Hunan TV World Channel

(Hong Kong, 20 May 2009) Hong Kong Broadband Network Ltd (“HKBN”) today announces the launching of Hunan TV World as the new channel 714 on bbTV. Hunan TV will be entertaining viewers in Hong Kong with the all new “Hunan TV World” via HKBN bbTV.

At present, bbTV of HKBN has over 80 channels, including local, international and financial news, movies, animation, canton opera, entertainment and an array of interactive channels, catering for viewers of different age groups, taste and social segments. The all new Hunan TV World is a multi-dimensional comprehensive TV channel, catering for viewers’ different needs, together bbTV users shall be enriched with TV services of expanding quality and value.

Senior Vice-President of HKBN bbTV, Ms Elsa Cheung said: “HKBN has always been dedicated to expand and enrich content for our bbTV viewer, and we are very honor to be able to work with Hunan TV World. Content of Hunan TV has been well renowned, this cooperation would surely create a win-win situation, where Hunan TV could expand to the international arena, with more and better programs for all viewers.”

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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. City Telecom’s wholly-owned subsidiary, Hong Kong Broadband Network Limited (HKBN), is in the process of expanding its Next Generation Network from approximately 1.4mn to 2.0mn homes pass. HKBN has achieved an aggregate Voice, Broadband (symmetric 25Mbps up to 1Gbps), IP-TV and Corporate data services base in excess of 726,000 subscriptions. Additional information on City Telecom can be found at www.ctigroup.com.hk.

About HKBN bbTV

Since its launch in August 2008, HKBN bbTV has now a subscribership of over 130, 000 households. bbTV now offers over 80 channels, which includes highly popular channels such as National Geographic, National Geographic Wild, AXN, National Geographic Adventure, 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 Hunan TV

On January 1st, 1997, Hunan TV Station formally commenced transmitting its program via Asian Satellite No.2, and has been known as "Hunan Satellite TV Station" (HNSTV) since then. Its Internet domain name is www.hunantv.com.

Ever since HNSTV started to broadcast, it has developed a series of name brand programs, among which the most famous includes Joyful Base Camp, Rose Engagement, Evening News, New Youth, Music forever, Today Talk and etc. These programs have produced extensive influence nationwide, and have helped make the TV Station a most powerful media force and trademark in China. Its receivers adore HNSTV as "happy whirlwind", "rose perfume", and it becomes so prevailing all over the country that it even arouses academic interests in the so-called "Hunan television phenomenon".

About Hunan TV World

As the most dynamic Chinese entertainment television brand with distinctive entertainment character, Hunan TV World is set to become the most vigorous and powerful force among Chinese entertainment channels. It is a comprehensive channel which boasts various famous variety shows, outstanding reality shows and iconic dramas.

Hunan TV World will take its principle of "Happiness without Boundaries" together with all-new original content to create Chinese media brand, which embodied with newly entertainment power thorough content to meet international fashion and satisfy the demands of experience such as leisure, relaxation and enthusiasm by audience.

We have the most shiny stars and participation by passionate ordinary people here, in choosing our channel, you will be brought to a happiness and joyful entertainment heaven.

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Senior Vice-President of HKBN bbTV, Ms Elsa Cheung at the launch of Hunan TV World

Key Feature Programs of Hunan TV World



"Super Girl"

Sing out loud whenever you want and make it a big splash
It spread music to every corner where the sunlight has reached. It is the first public reality show in Mainland which is the first threshold of public entertainment without precedent. Having been the most talked about news event from 2004 to 2006, it is awarded as the nation's most influential entertainment upsurge. For three years since 2004, its number of applicants has reached 300 thousand, and the MSM votes received exceed 60 million, its viewers covered are estimated 400 million, ranking #1 nationwide. According to China's Radio, Film and Television development Annual Report 2006, it drives the arising of reality show in China.



"Ugly Wudi"

" Ugly Wudi " is the world's most successful TV play in recent years, it touched all the audience comedies with accurate positioning and sincere concern full of humanity. The concept advertising company has provide a perfect environment, where an ugly girl with natural beauty declared to the society filled with external beauty and vanity. Her natural beauty is a contrast to outer beauty in advertisement. Ultimately, inner beauty can overcome all difficulties; external beauty can be beaten by hard work and inner beauty; the darkness inside outer will be moved by love.

" Ugly Wudi " is concentrates on family, friendship, love and inspirational. In the 200-length TV play, the actress Lin wudi is try to covey with the audience a healthy and natural aesthetic and attitude towards life through growth and change.

" Ugly Wudi " and has become a global phenomenon of all mankind, wherever and whenever, there will always be an ugly girl, showing her intelligence, nature character and optimism, approach perfect and moved people surround her.

" Ugly Wudi " created by Hunan Satellite TV in 2008, has got a great success in the first quarter, in the Mainland, the average ratings is 1.54%, 7.78% share, spreading about 242 million viewers over China. During the 23 days it broadcasted, its rating topped the country for 17 days were also the first paragraph. Ratings in the first quarter of 1.77, 9.3 percent share of high end.






"Happy Base Camp"

" Happy Base Camp " is always a very powerful magical brand program since Hunan satellite TV station has founded .The program is hosted by five young popular hosts. He Jiong, Li Weijia, XieNa, DuHaitao and WuXin, called by Happy Family as a group, and the program can always invite the most popular stars in Asia. In its earlier years, "Happy Base Camp" focused heavily on celebrity games interacting with audiences, till 2006,new idea of Nationwide Happiness was generated and the program was designed and reformed to be a platform to show ordinary people's special talents and share the nationwide happiness of the grass root in China, mean while representing entertainment show to its viewers. In 2008, "Happy Base Camp" rates in the slot constantly, among all 12 sample cities, and is the all time front runner of all entertainment variety show in China. For 11 years, "Happy Base Camp" has been a part of Chinese people's lives, and by New weekly, it is one of the most influential TV program for the last is years in China.

In mainland, the viewing rate of " Happy Base Camp "has reaches 2.17% and the marketing share reaches 5.5%.

Key Feature Programs of Hunan TV World

	<p>" Gold Magic Group "</p> <p>" Gold Magic Group "takes the magic performance, athletics and Qian Girls' show as the primary coverage, the appraisal group which was led by Liu Qian review the performances and decide the contestants' remove or stay. It has nice-looking magic shows and athletic elements like spicy review and PK part. From occidental magic to Chinese classical magic, from funny magic to reindeer penetrable magic, it contains all the kinds, and to be extremely busy.</p> <p>The first period of " Gold Magic Group "obtained super rating, demonstrated better influence by comparing with interview, review performs and solo shows. The first period lasted for 85 minutes, reached 6.44 in arrival rate and attracted 47 million audiences. In mainland, the first period rating was about two times to original time, exceeded the average value in 12 cities and showed driving competitive power.</p>
	<p>"Just Go"</p> <p>"Just Go" is a universal experience profile athletic programs. Program will be great for players with unlimited potential to explore, after "Moses", "courage" of the test, so that they go beyond the self, the dream of success.</p> <p>"Just Go" in Hunan Satellite TV has been broadcasted on prime-time ratings and repeated success. According to the survey, in the Mainland, about 175 million viewers watched the program. It is not only suitable for different audience tastes, and also take into account the characteristics of weeks and the young people among the characteristics of the audience of different It has have shown a strong attraction.</p> <p>Although there are host in "Just Go", there are stars, there are the Olympic champion, it is truly the masters of their own or the audience. "Just Go" let the audience throughout the country truly feel the courage to root for in the end. Recorded from the pre-publicity to the end of more than 50,000 entries and more than 3000 players in a program for active-site performance, all prove that the "Just Go" has become the most eye-catching, but also the largest number of participants television programming challenges.</p>
	<p>" Day Day Up"</p> <p>To meet the Beijing Olympics, Hunan Satellite TV create a large-scale phase of the talk show etiquette" Day Day Up" .This is a very international entertaining program of the high-grade and high-quality. The program has opened up a host group of 8 people, which using the concept of the boy brand. It focus on playing games and doing improvised sketches .it shows etiquette culture of the state of ceremony and helps people to recept the soul in the traditional virtue of China while they entertained and laughed, what's more, the world's etiquette is spread to each audience easily and humorously. The very lightspot in this program is the students' group' performances with a wide range of materials. With the excellent performance of Wanghan , Oudi, and other excellent hosts, the " Day Day Up" s ratings have soared all the way, in the Mainland, the first phase of audience share has reached to 3.23%.</p>