



For Immediate Release

HKBN bbTV launches High Definition channel: LUXE.TV

(Hong Kong, 6 July 2009) Hong Kong Broadband Network Ltd (“HKBN”) today announced the launch of a High Definition (HD) channel, LUXE.TV, on bbTV channel 752. LUXE.TV will be providing bbTV viewers with the most updated information about the world of Luxury experiences.

LUXE.TV is an international channel about the world of Luxury, completely produced in High Definition, covering documentaries, magazines and news programs formats.

Senior Vice-President of HKBN bbTV, Ms Elsa Cheung said: “While the demand of High Definition TV program continues to grow in Hong Kong, we are very pleased to partner with LUXE.TV to launch this High Definition channel via bbTV platform.” She added: “We look forward to enhancing our range of popular channels for bbTV 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 1.55mn 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 872,000 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 80 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/>

About LUXE.TV

Launched in June 2006, LUXE.TV is the first International television network dedicated to the world of luxury. With production crews present in 15 cities around the world, LUXE.TV provides high-end coverage of luxury industry in all its diversity. Short documentary-style programs are exclusively shot in High Definition. Broadcasting in English, French, German, Italian and Russian, LUXE.TV has a direct access to more than 360 million viewers throughout Europe, Middle East and North Africa. For more information, please visit www.luxe.tv

For Enquiries, please contact

Ms. Jessie Cheng
Corporate Communications Department
Hong Kong Broadband Network Limited
Tel: +852 3145 4118
Fax: +852 2199 8372
Email: chengcm@ctihk.com