



唯有光纖入屋



For Immediate Release

National Geographic Channel rolls out its first ever Interactive Channel on Hong Kong Broadband Network

Nat Geo Challenge is Channel 308 on HKBN bbTV

(Hong Kong, 16 September 2008) Following the recent launch of its interactive TV channel 307 “Funspot”, Hong Kong Broadband Network Limited (HKBN) is now collaborating with National Geographic Channel Asia to launch an all new interactive channel “Nat Geo Challenge”. “Nat Geo Challenge” is National Geographic Channel’s first ever interactive channel in South East Asia and promises HKBN bbTV subscribers the chance to push the envelope of their television viewing experience with its distinct range of programming and special, interactive ‘Q and A’ challenge. Nat Geo Challenge is channel 308 on HKBN.

Empowered by HKBN’s fibre optic broadband network, “**Nat Geo Challenge**” is an interactive question and answer channel. Viewers get a chance to enjoy a wide array of programs on the channel; from explorations of the modern world to the bold, exciting chronicles of young travelers to the most intimate encounters with wild life, “**Nat Geo Challenge**” takes viewers into the heart of all the action. To make the experience more interactive and entertaining, bbTV viewers get to participate in a multiple choice quiz related to the programming for a chance to compete with other bbTV viewers and to win fabulous prizes.

Senior Vice-President of HKBN bbTV, Ms Elsa Cheung said: “HKBN has been devoted to the development of high speed broadband infrastructure as well as its applications. Riding on our pioneering broadband network of speed as well as stability, bbTV was the first to introduce interactive TV in Hong Kong, and now with more and more interactive channels launching, it is an assuring sign of their popularity among viewers. We are honored to collaborate with National Geographic Channel Asia for the launch of “Nat Geo Challenge”. This again demonstrates the strength of our network in delivering Pay TV services of great quality and value to Hong Kong viewers.”

Mr. David Gunson, Senior Vice-President, Programming and Broadcasting, National Geographic Channel Asia said, “National Geographic Channel has always endeavored to push the boundaries of what we understand about our world by delivering an innovative television experience. “**Nat Geo Challenge**” symbolizes a significant step forward in not only building greater interactivity into the whole experience but also offering viewers a platform to engage and be a part of the overall brand experience.” He further added, “Hong Kong is a very important market for us and we are delighted to collaborate with HKBN to launch “**Nat Geo Challenge**” for our viewers here.”

- End -

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 National Geographic Channels International

National Geographic Channels International (NGCI) invites viewers to re-think the way they see television - and the world - with smart, innovative programming. A business enterprise owned by National Geographic Television (NGT) and FOX Entertainment Group, NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education through its five channels: National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo Adventure and Nat Geo Music. Additional information on National Geographic Channels International can be found at <http://www.ngc.com>.

For Enquiries, please contact

City Telecom / Hong Kong Broadband Network Limited

Calvin Lo

Tel: +852 3145 4126

Fax: +852 2199 8707

Email: calvinlo@ctihk.com

National Geographic Channel Asia

Gorden Li

Tel: +852 2621 8893

Fax: +852 2621 8822

Email: gordenli@ngcasia.com