

For Immediate Release

Trial Run for Online Shopping Commences Tomorrow

(Hong Kong, 16 December 2014) Hong Kong Television Network Limited (“HKTV”) announced that it will commence trial run for its online shopping mall tomorrow. Through this trial run, HKTV wishes that it can offer better user interface and smoother rundown on its official launch in January 2015.

Serves Every Aspect of Your Daily Lives

This brand new online shopping mall embraces 333 brands from Hong Kong, Japan and Korea, offering one stop shop services on entertainment and online shopping. Our products and services will be classified into 8 categories: Fashion & Accessories, Beauty & Healthcare, Lifestyle & Entertainment, Electronic Products, Food & Beverage, Sports & Outdoor, Living & Households, Babies & Motherhood. What should be expected most is that we offer direct delivery products from Japan and Korea, ensuring every aspect of your daily lives can be served well.

HKTV Shop for Drama Fans

HKTV dramas received positive feedback from the market - movie-grade scenes as well as precisely-set dialogs were praised. In view of this, HKTV Shop will be set up to offer drama-related products. The first batch comes with the drama “The Election”, offering posters, postcards and notebooks with key dialogs, while we accept pre-order only at the moment.

Mall Dollars Cash Rebate

Mall Dollars is the cash rebate program for HKTV’s online shopping mall. Customers will be entitled to 3% of the billed amount as Mall Dollars’ cash rebate which can spend on offsetting the billed amount in the next purchase. There are no supplementary conditions for the usage of Mall Dollars such as minimum charge, which is applicable to all stores in HKTV’s online shopping mall - Direct and simple as it is, with validity up to 6 months upon entitlement.

HKTV Logistics Team for Professional Services

HKTV set up its own logistics centre at Kowloon Bay, and is targeting to have 300

delivery assistants and 120 vehicles that will be expanding by phases, delivering quality products and services to our customers directly. Customers will be entitled to free delivery on the same day or the next day, upon purchase of at least HK\$400 from either 1 or 2 stores at HKTV online shopping mall. (Please refer to Appendix 1 for the calculation of delivery fee)

Trial Period Limited Offer

To ensure system stability and service quality, HKTV's new online shopping mall will be launched in phases, spanning from TV program launch, and to stores on our online shopping mall. At the trial run, 15 stores will be launched, including Xbox, L'Occitane, Paul & Joe, more than 10 brands of perfume & glasses of Eternal, Melvita, H2O, Erno Laszlo, Glycel, Majolica Majorca, Aqua Label, Aquair, Super Mild, Tsubaki, The House of Kwong Sang Hong, Health Smart, La Biosthetique and healthcare products Blackmores. HKTV will launch other stores gradually, targeting to have the full launch of online shopping mall by January 2015.

As a courtesy to our supporters, HKTV will have limited offer of 15% Mall Dollars rebate for the period from 17 to 23 December 2014. While the rebate is cash equivalent, which means that customers will indeed receive 85% discount of their purchase.

The most attentive thing is that HKTV will have special offers during the trial run. For instance, 10 sets of Xbox package which is priced at HK\$7,036 and will be marked down at HK\$4,380 on the first day of trial launch - please pay attention to our live program "Shopping Hero" for special offers thereafter!

-End-

About Hong Kong Television Network Limited

Hong Kong Television Network Limited is a Hong Kong and the U.S. list company (SEHK : 1137; NASDAQ : HKTV). Established in 1992, the Group possesses extensive and successful experience in telecom market liberalization, popularizing advanced technology and applications. The Company strives to expand its foothold to the multimedia and TV industry. Riding on our content library together with strong brand presence in Hong Kong, we are now developing various business models to build a 24-hour "e-Shopping Mall" providing a "one-stop shop" platform to people in Hong Kong, including entertainment, online shopping, delivery service and impressive customer experience.

For media enquiries, please contact Corporate Communications :

Jessie Cheng	Tel : +852 3145 4118	Email : chengcm@hktv.com.hk
Lee Hing Wah	Tel : +852 3145 4116	Email : hwlee@hktv.com.hk

Appendix 1 : Calculation on Delivery Fee

A.) For Total Billed Amount less than \$399.9* :

	1 Store	2 Stores	3 Stores	4 Stores	5 Stores
Delivery Fee	\$40	\$80	\$120	\$160	\$200

Each Store will charge \$40 delivery fee.

B.) For Total Billed Amount more than \$400*:

	1 Store	2 Stores	3 Stores	4 Stores	5 Stores
\$400-599.9	Free	Free	\$40	\$80	\$120
\$600-799.9	Free	Free	Free	\$40	\$80
\$800-999.9	Free	Free	Free	Free	\$40

Delivery fee will be waived for every \$200 spending in 1 store. Thereafter \$40 will be charged for each store.

HKTV Shop - Products of "The Election"

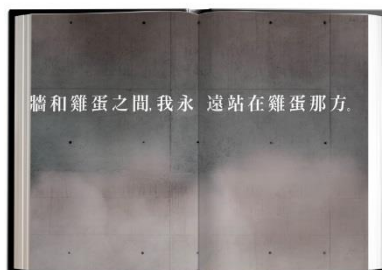
Postcards



Posters



Notebooks with key dialogs



List of Stores on HKTV Online Shopping Mall

品味娛樂 Lifestyle & Entertainment
AA mini store
Action Toy II
Angolz 香港玩具
As BVC
Basic Plus
Charming Holidays
Daycrown
Deltamac
Dogaholic / 多嘉好莉
English Town
HMV
HongKongStudy.com
L'chic pet care solutions
Legend Walker
Maisto & Bburago
Max & Molly Ltd.
Merit Minds
Microworks
MiHK
Modern Education
Network Shuttle
Ocean Party
Pacific Newsstands
Phonejoy
Pomme Collection
Popular Books
Red Carrot / 紅蘿蔔
Royal Pooch / 皇家普馳
SampsonStore.com
SPAWOWO / 思芭汪汪
Sweetie Balloon

TAKON
The Pet House / 寵物專門店
Trippro
Wise-Kids
Xbox
三製作(香港)有限公司
卡拉洛奇
老夫子 & Q 夫子
昇陽國際品牌有限公司
超級英雄聯盟網上商店
精英玩具有限公司
鴻興玩具
寶源
癩噹
生活家居 Living & Households
APITA UNY PIAGO
Asia Act
BioEM
G.O.D.
I Love Kitchen
Luminarc
Main Plan
Mount Sapola
Pricerite
Return Coffee Roastery
Royalex
Sinomax
SKK
THERMOS / 膳魔師 THERMOS
Unilever
Wellon Better Living Group Ltd. / 威龍優化生活集團有限公司
運動用品 Sport Goods
Bigpack
Co Service Sports

Diving Adventure
Eikowada
Kappa
Outdoordeport / 戶外城
Protrek
RC Outfitters
Sportline Limited
電子產品 Electronic Products
LRT
Ace Kitchen
Alpha
Canon
GP Battery
KEF
Olympia
中原電器
服裝配飾 Fashion & Accessories
10thshop
2 CAN
24mg
3D-GOLD JEWELLERY / 金至尊珠寶
Abell
Abraham K Hangul
adabat
AG by aquagirl
ALADIN KIDS
anatelier
Antenna Shop
apt'
AVEC MOTO
AVI-8
BALLAST
Bardot
Bauhaus

Biba Exclusiv
BLKSHEEP
BOYCOTT
Carnet du style
Chaem Street
Charriol
Che Che New York
CHERRYKOKO
Chow Tai Fook / 周大福
Cocotina
COUP DE CHANCE
Couture Brooch
Dakini
DenimCloset
DINT
EARNSHAW
eGG Optical Boutique
Eone
EQ:IQ
Far Out Sunglasses
FERRY & SONA
FETIA
FJORD
Florsheim
FURLA
FX Creations
Gear3 by Saen
Ginger
grafik:plastic
Greedilous
Grossè
grove
Hello' Sister
hellolulu
Herbees

hoze
Ice Vanilla
IKKII
In Shine
index
INDIVI
Ipanema
JEANNE PIERRE
JOAMOM
Jojo Maman Bébé
Joseph&Stacey
Jtiara
Kat Maconie
Kate
Kinderspel
Kiwanda
L'Rosace
Luk Fook / 六福珠寶
LUP
MAGin Shop
Melkco
Miamasvin
MOGA
Monday Edition
MOOYAMOOYA
mzuu
nanoblock watches
NINE WEST
niponjjuya
Odenn
odm
Off The Wall
One Love For All
OPTICAL 88 / 眼鏡 88
Paul & Alice

PLAYNOMORE
Private Structure
Quiksilver
Rag Mart
Regina Miracle
Roberta Pieri
Rockin' Baby
Ropé
Ropé Picnic
rosebullet
Rubyrivet
SHEL'TTER
Sheson
Shiny Beetle
SHU TALK
Simply Johnny
Speculum
STEVE MADDEN
stylenoriter
Styleonme
THE EMPORIUM
The Leather Satchel Company
THE SHOP TK MIXPICE
TK
TSL 謝瑞麟
UNTITLED
Usedfuture
z-kin
Zoozoom
先施
美容保健 Beauty & Healthcare
Uni-Beauty
AHAVA
Annie's Way
AQUALABEL

ASTALIFT
bathe
Bestrade
Blackmores
Crispy 6
Dermacept
ERNO LASZLO
Garnier
GLYCEL
H2O+
Jackwill
Joybee
Jozen Mizuno Gotoshi Skincare / 上善如水 Jozen Mizuno Gotoshi Skincare
L'Occitane
L'Oreal Paris
La Biosthetique
Lanakeloid E / 唯一疤痕治
Lemongrass House HK
Lily Lolo
Lovemore
MAJOLICA MAJORCA
Maybelline New York
Melvita
MISSHA
MT Heal (HK) Ltd
NDS
NIOBE
Organia
Paul & Joe
Private Garden Workshop
SON&PARK
Swagger
SWANICOCO
The YEON
TSUBAKI AQUAIR SUPER MiLD

UGB
美國家得路
高寶產品有限公司
健怡坊
御萱坊
曼秀雷敦
雅比斯
新星
維特健靈
樂本健
穎通 Eternal
雙妹嚶
母嬰用品 Babies & Motherhood
AdoraBabies
aijia HK / 愛家 HK
Baby Kingdom / 親子王國
Baby Star
Baby1st
BabyGanics
BABYSMILE / BABYSMILE 嬰兒用品店
Baron Puppy
Bliss & Bless
BMP
BREMED
California Baby
CAM
CHI DO KIN AAA / 智多健 A A A
City Baby / 康嬰之城
Combi
COMFI / 心儀 COMFI
DINT STYLE
Dr. Brown's
Eko Baby Infant Food / 愛荷美嬰幼兒食品
ETC

Fisherprice
Genki mama
GOODIES4KIDS
Green Cosmo / 綠小豆
Haenimitoy
Hape
Home Brown / 紅布朗
Jakewell HK
JK Rainbow
Jolly Bazaar
Keekaroo
Kido Kare
Koala Baby
K's Kids
Kuku Duckbill
Mam
MaMi Life / 媽咪生活 MaMi Life
Natures Purest
Pandi Panda
PaPa *MaMa*Babies / PaPa *MaMa*Babies 爸媽部落
PiYO PiYO
POPTREE HK TRADING COMPANY
Prominent Wing Limited / 展卓有限公司
Scotchi
Siliconconcept
simpleTouch
Slendertone
SPAWAWA / 思芭娃娃
Spoon Pets
Sun Organics
Sylvanian Families / 森林家族
Synergetic Health Centre
The Paint Box
Tian Yue Technology Ltd. / 天越科技有限公司
Yoomi

朗益
飲飲食食 Food & Beverage
Barista
Cook Cook Land
Cult de Choco
Food Market
IOYSTERS
Japan Premium Store
KWD Firma Ltd
Kyotango
kyu syu en
L Shop
Le Scot
l'escargot
Macle & Partners
MaisenFineFood
May 姐曲奇
My Wine Club
Nishimoto
Obaneya
OR TEA?
Papabubble
Setouchi Marche
Tatebayashi
VIA TOKYO
Wine Shop Asia
zChocolat
中華廚房
甘薯葉
京都念慈菴
東方紅
果臨門
英記茶莊
乾一杯

華園
漁鮮快遞
蓮香老餅家
鴻星食品
鴻福堂
藏酒軒