

Exclusive First Small Screen Release of Hollywood Big Screen Hits

(Hong Kong, 30th August 2010) Hong Kong Broadband Network Ltd (“HKBN”), a wholly owned subsidiary of City Telecom (HK) Limited (HKEX: 1137, NASDAQ: CTEL), announced the exclusive launch of Anyplex, a Video-On-Demand service (VOD) for first small screen release of big screen blockbusters by major Hollywood studios. Starting US\$3 (HK\$20) for 1 movie/month bundled with our basic 29 bbTV channels package, this Anyplex service offers an earlier window than any other pay TV services. Additional movies are priced at less than US\$3.2(HK\$25)/movie on average, whereby viewers enjoy a pre-Pay TV release window at a fraction of the cost of a new release DVD at around US\$25(HK\$200)/DVD or the cost of a movie ticket at around US\$11(HK\$80)/person.

Running 24/7 and updated constantly, Anyplex features the latest Hollywood blockbusters distributed by international studios such as Warner Brothers Entertainment, Inc. and Sony Pictures. The movies are first premiere on TV and are in DVD quality. Subscribers can order and watch their choice of movies anytime they see fit, and as many times as they please within 24 hours. For details on the upcoming movie titles available and service plans, please refer to the appendix.

HKBN’s Managing Director of Business Development, Ms. To Wai Bing said, We have taken advantage of VOD technology to deliver better value for our customers, i.e. you only pay for movies that you want to watch rather waste money on preset movie channels that are seldom viewed.”

“Just as cinemas are going digital, the future of home entertainment is all about content delivered digitally. Anyplex is excited to be partnering with HKBN to provide movie lovers with the latest world-class movies over HKBN’s ultra high speed fibre broadband service, which would exhibit the smooth delivery of instant streaming movies from internet to home,” said Mr. Ringo Lam Wing-kwan, CEO of Anyplex.

Anyplex’s upcoming blockbusters titles include “Sherlock Holmes”, “Invictus”, “Valentine’s Day”, “The Book of Eli”, “Legion”, “Death at a Funeral”, “The Bounty Hunter”, “The Blind Side”, “Free Willy: Escape From Pirate’s Cove” and “Preacher’s Kid”.

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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 fibre 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 1,027,000 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 it substantial growth. The company takes great pride in developing its 3,000 Talent force into a competitive advantage.

Additional information on City Telecom can be found at www.ctigroup.com.hk.

About Anyplex Hong Kong Limited

Anyplex is the only television video-on-demand service in Hong Kong. It delivers videos instantly into living rooms via internet-connected iDTV and set-top box and brings the video-on-demand (VOD) features of the internet to the traditionally restricted confines of the television. Anyplex is now offering more than 700 titles, priced from HK\$ 10 to HK\$ 25 for a movie and HK\$ 2 to HK\$ 3 for an episode of TV drama series.

Additional information on Anyplex can be found at <http://www.anyplex.com>

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Upcoming Movie Titles Available on Anyplex (HKBN bbTV Ch.409)







Movies will be available on Anyplex / bbTV prior to all other local Pay TV operators

Windows for feature length motion pictures



*Anyplex movie-on-demand service will be available to all subscribers by phases in accordance to upgrade schedule for the Dual Mode High Definition Terrestrial TV Receiver + IPTV Set-Top-Box

Service Package Options (bundle with bb100 or bb1000 symmetrical broadband service)	Anyplex movies / month	Monthly fee
29 bbTV channels including  and 	1 free and HK\$25 per movie thereafter	HK\$20 (US\$3)
92 bbTV channels including 		HK\$50 (US\$7)
95 bbTV channels including 		HK\$80 (US\$11)

**For details on bbTV Channels, please refer to the attached full channel list or visit www.bbtv.com.hk

	HKBN - bbTV	iCABLE TV	PCCW - NowTV
Total no. of channels (Including pay per view channels)	110	119	161
All Channel Package	HK\$139 (US\$18) x 24mths (Around 95 channels, with 1 Anyplex movies per month, excluding a la carte channels)	> HK\$700 (US\$89) x 12mths (Around 80 channels, excluding Sports, Adults & Foreign language)	> HK\$800 (US\$102) x 12 mths (Around 130 channels, excluding Sports, Adults & Foreign language)
Movie Package	Included in All Channel Package	Included in Basic Package	(US\$5) x 12 mths (Per Channel) Or HK\$48 (US\$6) – HK\$80 (US\$10) x 12 mths (Per package)

Note: all US dollars are rounded up to the nearest dollars.

* All prices are for reference only. Actual prices will vary according to promotions and different service packages. Prices updated as of 23 July, 2010.

**Information on Cable TV's package offer extracted from the below links and service hotline:

<http://service.i-cable.com/cabletv/chi/basicservice.html> & <http://service.i-cable.com/cabletv/chi/premiumservice.html>

*** Information on nowTV's package offer extracted from <http://www.now-tv.com/> and service hotline.