



For Immediate Release

## **HKBN launches KidsCo Channel** *Bilingual TV adventure playground for kids*

Hong Kong, 21st July 2010 - Hong Kong Broadband Network Ltd ("HKBN"), a wholly owned subsidiary of City Telecom (HK) Limited (HKEX: 1137, NASDAQ: CTEL), is pleased to announce the launch of KidsCo (bbTV Ch 301), a bilingual TV channel of fun and education for children and the entire family at less than HK\$18 (US\$3) a month.

Featuring a list of globally recognized shows such as *Sonic Underground*, *The Wiggles* and *Nalong Fly to the Sky* alongside original programming such as *Boo & Me*, *Boo's Sanctuary* and *Jass Time!*, KidsCo is the 110th channel of bbTV, and is a safe and fun adventure playground on TV for parents to engage their precious ones with.

Ms. To Wai Bing, Managing Director of Business Development at Hong Kong Broadband Network Limited, added "At HKBN, we always strive to offer quality home entertainment, to our audience in Hong Kong, via our up-to 1Gbps fibre based broadband network. We are pleased to add KidsCo to our children and family offering as we are sure that its entertaining and non-violent content will resonate well with both kids and parents alike, which is in line with our strategy of making diverse content available to our viewers."

Paul Robinson, Managing Director at KidsCo said "Asia and Hong Kong are key markets for KidsCo and we are delighted to be launching on HKBN to cement our presence in the region. Our aim is to offer children fun and engaging programming that educates and stimulates imaginations. It is important for us to work with companies who understand the big role the media plays in the lives of children and want to provide their audience with quality entertainment. We're pleased to have found a like minded operator and look forward to a successful partnership."

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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](http://www.ctigroup.com.hk).

### **About KidsCo**

KidsCo, the global children's television network for pre-schoolers, children aged 6-10 and families, launched in September 2007. It is a joint venture channel owned by leading media companies NBC Universal, Corus Entertainment Inc. (Nelvana) and Cookie Jar Entertainment. KidsCo's global distribution plan, launching linear, VOD, SVOD and IPTV channels has already seen the channel rolling out to 92 territories throughout the world in 17 languages.

KidsCo provides a safe environment for children, offering a library of gently educational and age appropriate programming. KidsCo's impressive catalogue includes animated and live-action television series and feature-length movies which are selected from leading media companies.

Additional information on KidsCo can be found at <http://hk.kidscotv.tv/home.aspx>

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**Appendix: Some of the featured programs on KidsCo (HKBN bbTV Ch.301)**

		
<b><i>Sonic Underground</i></b>	<b><i>The Wiggles</i></b>	
		
<b><i>Inspector Gadget</i></b>	<b><i>Rolie Polie Olie</i></b>	
		
<b><i>Jane and the Dragon</i></b>	<b><i>Boo &amp; Me</i></b>	<b><i>Dennis the Menace</i></b>

\* For details on other channels available on bbTV, please refer to [www.bbtv.com.hk](http://www.bbtv.com.hk)