

For Immediate Release

bbTV launches Gigantic Video on Demand Movie Library

(Hong Kong, 16 December 2011) Do you love watching movies at home? Have you ever felt annoyed when you failed to find your favourite movie from your pile of DVDs? From now on you will not need to experience this disaster anymore! By subscribing bbTV's MEGA Theatre-on-demand with a bundle price of US\$13.9(HK\$109) a month, you can get unlimited instant access to 6 movie channels on demand, with 49 international and local channels included in the package*.

bbTV's MEGA Theatre-on-demand offers a wide range of choices to movie buffs. Blockbusters movies from renowned international and local studios like Sony Pictures, Warner Bros., Universal, Golden Harvest, Media Asia, etc are available in the 6 movie channels namely Hollywood Drama, Hollywood Thriller, Hollywood Family, Asian Drama, Asian Thriller and Asian Family. By simply one click, subscribers can enjoy over 500 movies available in our gigantic movie library at home anytime* and the movie list will be updated every month. You don't need to keep any DVDs anymore as all blockbusters will be available in our Theatre-on-demand.

"Comparing to similar video on demand services in the market, bbTV's bundle package provides more options to audience at a much more competitive price." said Ms. June Lam, Associate Director of Marketing, HKBN. "Whilst Christmas and Lunar New Year are approaching, for the price of around two movie tickets per month, subscribers can enjoy Asian and Hollywood blockbusters with their families and friends according to their own preferences and schedules. I believe this great offer will certainly be welcomed by our bbTV users."


** Subscribers can enjoy 2 new movies (worth \$50) per month shown on Anyplex VOD Movie Channel (Channel 409) for the first 6 months. Available for selected movies only.*

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Appendix: Print Ad of bbTV MEGA Theatre-on-demand



Subscribe now and get :

 **MEGA Theatre-on-demand** 6 channels + 49 international & local channels at **\$109/month** ;
or add **100M broadband service** to your bundle for just **\$158/month**

Subscribe to designated service plan now to enjoy 2 new movies (worth \$50) per month shown on Angplex VOD Movie Channel (Channel 408) for the first 6 months. Available for selected movies only. Terms and conditions apply.

Hotline : 3498 3498 Website : www.bbtv.com.hk/svod/en



* More than 500 movies will be available on "Mega Theatre-on-demand" by the end of December 2011. Terms and conditions: 1. The Service Plan is only applicable to new customers upon successful registration of the above monthly plan (or \$158 monthly plan) on or before 31 Dec 2011 and successful installation of the related service on or before 31 Jan 2012. The above monthly plan is only applicable to new customers upon successful registration and installation at designated residential areas with the service coverage of Hong Kong Broadband Network Limited ("HKBN"). The service installation address must not be one that has been subscribed to any broadband service and bbTV service provided by HKBN within 120 days prior to the registration of the Service Plan. Customer may request subscription of HKBN's bTV service at residential areas outside the service coverage area of HKBN or otherwise contacts another ISP for the transmission of bTV service with a monthly service fee of \$660. 2. The above monthly plan includes 6 channels of "Mega Theatre-on-demand" and 49 channels of international and local TV channels. The \$109 monthly plan additionally includes bbTV broadband service. The above monthly plan requires a 24-month contract period. 3. HKBN reserves the right to amend the content and/or the number of channels of "Mega Theatre-on-demand" at any time without prior notice. HKBN reserves the right to increase or decrease the number of movies on "Mega Theatre-on-demand" at any time without prior notice. 4. If bTV service (i.e. bbTV "Mega Theatre-on-demand" service) is terminated within the contract period for whatever reasons, customer shall pay a sum of \$660 or the total amount of service monthly fees for the entire remaining contract period (whichever is higher) to HKBN as liquidated damages. If customer terminates the bbTV broadband service at the corresponding installation address within the contract period for whatever reasons, customer shall pay a sum of \$660 or the total amount of service monthly fees for the entire remaining contract period (whichever is higher) to HKBN as liquidated damages. Customer shall also pay to HKBN the market price of all equipment and/or off-invoice of the Service Plan and the market price determined by HKBN shall be final and conclusive. Such fee being a genuine pre-estimate of the loss that HKBN will suffer and is not a penalty. All offers will be terminated at once. 5. The "Mega Theatre-on-demand" Service Plan provides 2 new movies shown on Angplex VOD Movie Channel (Channel 408) every month during the 6-month promotional period. The 6-month promotional period will terminate automatically once the 6-month period expires. During the specified promotional period, customer can select designated movies shown on Angplex VOD Movie Channel while the same movies can be played online within 24 hours from the time of selection. If the same movie is played after 24 hours from the time of selection, it will be counted as another movie. If customer views more than 2 movies on Angplex VOD Movie Channel in any month during the 6-month promotional period, customer will be charged for his additional movies. 6. Customer can only enjoy one promotional offer of Angplex VOD Movie Channel at any time. The above 6-month Angplex VOD promotional offer can not be used in conjunction with any other promotional offer of Angplex VOD Movie Channel. The monthly viewing of the 2 new movies shown on Angplex VOD Movie Channel cannot be accumulated and carried forward to the following month. 7. All movies of Angplex VOD Movie Channel will only be available for viewing within a designated period. 8. The Service Plan is subject to relevant terms and conditions. HKBN reserves the right to terminate the Service Plan at any time or to amend the related terms and conditions without prior notice. In case of any dispute, the decision of HKBN shall be final and conclusive. Additional terms and conditions for "bbTV Monthly Plan" (Maximum local upload/download of 10/10 Mbps, Maximum overseas upload/download speed to 3Mbps. The actual speed may be affected by environmental factors. The actual bandwidth that the customer can enjoy is subject to the specification of router used. 9. Customer must prepare service fee of \$660 for the broadband service and the related preparation amount will be refunded to the customer starting from the first month of the contract period (monthly rebate of HK\$55 from the 1st to 3rd month of the contract period and HK\$132 on the 4th month of the contract period). 10. The basic installation fee of the Service Plan will be waived once if customer continues to subscribe to such service within the contract period. If customer terminates the subscribed service within the contract period for whatever reasons, HKBN reserves the right to charge a basic installation fee of \$660.

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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 fiber 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 1,240,000 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 its substantial growth. The company takes great pride in developing its over 3,000 Talent force into a competitive advantage. Additional information on City Telecom can be found at www.ctigroup.com.hk.

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