



For immediate release

## **HKBN Digital TV Strengthens Content Basic Package now includes Eight Movie & Drama Channels**

**(Hong Kong, 22 May 2005)** Hong Kong Broadband Network Limited (“HKBN”) today announces the strengthening of content for its media arm, and re-branded the service as “HKBN Digital TV”. The basic package now includes eight movie and drama channels, which makes it the most comprehensive movie and drama content suite in the Hong Kong pay-TV market.

These eight channels includes “Horror Movie Channel”, “HK Movie Channel”, “MATV1”, “Tele-movie Channel”, “Unlimited Drama Channel”, “Best of the Best Movies 1”, “Best of the Best Movies 2” and “Animax”, encompassing a large variety of popular Chinese and foreign movies and drama series. In particular, the “Unlimited Drama Channel” meets the growing demand for local, Japanese and Korean drama series. For instance, the very popular Korean drama, “Endless Love : Winter Sonata” starring Bae Yong-jun and Choi Ji-woo in now available on this channel. For details of the above channels, please refer to attachment 1.

“After 20 months’ operation, we accumulated a detailed profile of audience viewing preferences. Movie and drama is clearly one of the most popular genres for pay-TV service, so we are now addressing this demand with a comprehensive variety of Chinese and foreign movies, as well as Japanese and Korean dramas. Unlike the very complex tiered packages offered by other operators, at HKBN Digital TV, we deliver one complete comprehensive basic package with the full suite of content, including our 24-hour news channel. Going forward, as the most compelling mass-market offering, we expect accelerated take-up of our service,” said Haily Leung, Director of HKBN Digital TV.

Furthermore, HKBN Digital TV will launch two new channels, namely, Bloomberg Television and East Asia Satellite Television. Bloomberg Television is a renowned international news program. East Asia Satellite Television delivers informative programs, including nature, scientific and lifestyle programs which appeals to family viewing.

The basic package will include above mentioned eight movie and drama channels, as well as other channels including 24-hour News Channel and Tuition Channel, charges at HK\$128/month for all these 45 channels under 12-month contract, without any installation or equipment rental charges.

HKBN Digital TV, launched in August 2003, now covers 800,000 households with 43,000 subscribers. We target to expand network coverage to 1,000,000 households by mid-2005. HKBN Digital TV now offers 51 TV channels and 22 interactive channels. For details of HKBN Digital TV, please visit [www.hkbn.net/paytv](http://www.hkbn.net/paytv).

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#### **About City Telecom (HK) 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), has deployed a Metro Ethernet network of 1.2 mn homes pass, achieving an aggregate Voice, Broadband and IP-TV subscription base in excess of 500,000 subscriptions. HKBN is now the largest alternative residential voice and broadband carrier in Hong Kong. Additional information on City Telecom can be found at [www.ctihk.com](http://www.ctihk.com).

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## Hong Kong Broadband Digital TV Movies/Drama Channel Line-up

Channel	Content
Hong Kong Movies Channel	<p>Comprehensive Mei Ah movie library with extensive variety ranging from classics and blockbusters to award-winning films such as:</p> <ul style="list-style-type: none"> <li>• “Jiang Hu” starring by Andy Lau and Jacky Cheung, Shawn Yue and Edison Chen</li> <li>• “Hidden Heroes” starring by Ronald Cheng and Charlene Choi</li> <li>• A nominee movie of Film Festival of Udine “Green Tea” starring Chinese actors Jiang Wen and Vicki Jau</li> <li>• “Love Battlefield” by Eason Chan and Niki Chow</li> <li>• “Men Suddenly in Black” by Jordan Chan, Eric Tsang, Chapman To and Teresa Mo</li> <li>• “Love is many stupid thing” by Eric Tsang, Natalis Chan, Chapman To, Shawn Yue and 2R</li> </ul>
Infinite Theatre	<p>Infinite Theatre provides non-stop Japanese, Korean and Chinese drama series such as “Endless Love: Winter Sonata” featuring Korean stars Bae Yong-jun and Choi Ji-woo, “Hua Mulan” by Anita Yuen and Chiu Man-Cheuk, “God of Chef” by Ruby Lam, etc.</p>
Best of the Best Movies 1 (BBM1)	<p>Top international movies with leading Hollywood movie stars. Films include “American Pie”, “Dr. T and The Women” by Richard Gere, “Open Your Eyes” which won the Best Movie Award at Tokyo International Film Festival, etc.</p>
Best of the Best Movies 2 (BBM2)	<p>BBM2 features top-rated foreign horror movies which brings audience into an exciting world of fear! Must-see selections include: Blair Witch Project, Campfire Tales, Green Inferno &amp; Jack Frost etc.</p>
Horror Movie Channel	<p>Offers incredible choices of horror, terror and action telemovies, a must-see item for audacious audiences. Key selections include: Troublesome Night Series, Bodyguard for the Dead acted by Raymond Cho &amp; Yiu Lok Yee, Memento starring by Tse Kwan Ho and Wong He and The Secret Society starred by Michael Tse and Raymond Cho.</p>
Animax	<p>A highly popular Japanese animation channel dedicated to animation fans of all ages. The line-up includes Mobile Suit Gundam ZZ, Princess Sarah, Captain Tsubasa and Detective Conan.</p>
Tele-movie Channel	<p>A local movie channel that charms all family members with a showcase of TV series and movies full of entertainment.</p>
MATV1	<p>Full array of TV dramas and movies from action and comedy, to romance and suspense, produced by Mei Ah.</p>