



NEWS RELEASE

AN AOL TIME WARNER CHANNEL



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NEW CETV TO LEAD ENTERTAINMENT TRENDS AMONG CHINESE AUDIENCES

China Entertainment Television Broadcast Limited (CETV) and AOL Time Warner Form Strategic Alliance

Beijing, China, February 16, 2001—The first spring in the new century brings significant news from the entertainment industry - a strategic alliance between CETV and AOL Time Warner, the world's largest media company. February 17, 2001 marks the beginning of a complete make-over of the channel with a new identity matching the fresh look and style of content. CETV will bring entertainment programming of the highest quality to Chinese television audiences around the world, especially to those in mainland China.

With the support of AOL Time Warner, CETV boasts of world class television production facilities and techniques, a wealth of programming resources as well as grade A talents and personalities. The re-launch of CETV will include a host of exciting programs, including original productions and acquisitions from the world's best entertainment networks, guaranteeing viewers the latest and hottest entertainment on television.

CETV's strategic partner, AOL Time Warner is the world's leading media company and the first in the world to introduce digital broadcast technologies in transmission of information and entertainment programming. AOL Time Warner's businesses include interactive services, cable television, magazines, music, pay-TV and movies. With the massive resources of its strategic partner, CETV is determined to bring the freshest in lifestyle entertainment and China-focused trends targeting at Chinese viewers around the world.

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The new CETV programming will present to the world's Chinese population a wide spectrum of entertainment programs including Talk Show, Fan Club, Music, Style, Your Health, Hotspots, The Art Club, Science and Technology, Dot Com, Movers, many interesting Oriental and Western drama series and game shows.

Talk Show is a premium original program produced at the newly revamped CETV studios in Hong Kong. The host is a very charismatic personality chosen from thousands of candidates. He will talk about the hottest topics with prominent experts from varied fields. The host is sharp-witted with a unique, humorous viewpoint and is expected to set new trends in Chinese talk shows. CETV Fan Club will showcase interesting news and industry gossip, together with the latest reports on the entertainment industries across the Greater China region and Hollywood.

Style, Your Health, Hotspots, The Art Club, Science and Technology, Dot Com, Movers and Earth Matters are foreign shows localized and repackaged with CETV's own hosts. These shows will bring to viewers a wide variety of lifestyle and entertainment information from around the world promising them a distinctive entertainment experience.

With the backing of AOL Time Warner, CETV's exciting program lineup is supported by state-of-the-art virtual sets in Asia, giving the channel a contemporary international feel.

CETV	Background	Information
CETV was established in March 1995, headquartered in Hong Kong. It is a 24-hour Mandarin channel transmitted through the AsiaSat 3S Satellite to a current 33 million households in the South East Asian region.		

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