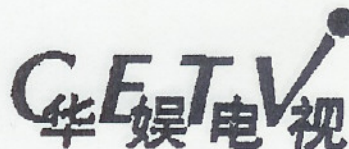


Press Release



## CETV LAUNCHES UNIQUE NEW TALK SHOW - ROOFTOP GATHERING

A unique new format of talk show named "*Rooftop Gathering*" will be launched on 28 September 1996 on CETV Family Channel, announced CETV's founder, Chairman & CEO Robert Chua.

*Rooftop Gathering* is a series of half-hour weekly talk shows in an entirely new dramatic and humorous format. CETV celebrities adopt fictitious characters to present and debate their own personal views in an entirely unscripted way, with special guests dropping in to add their opinions to the show. Thus far, special guests who have agreed to appear on the show include Mrs Rita Fan, Mrs Seline Chow, Mrs Peggy Lam and Mr Michael Hui. From the rooftops of Hong Kong these characters reflect upon life, giving their own comical slant to the sometimes crazy world below.

"The show reflects the real lives, personalities, perceptions and characteristics of Hong Kong people, and unlike an ordinary talk show format, *Rooftop Gathering* combines opinions, humour and drama with the topic of the day," commented the show's creator, Chua - one of the pioneers of Hong Kong terrestrial television at TVB and creator of Hong Kong's longest running entertainment programme, *Enjoy Yourself Tonight*.

Consultant for the series is Mr Chung King Fai, Dean of Drama at The Hong Kong Academy for Performing Arts. Another of Hong Kong's terrestrial television pioneers who joined TVB in 1967, Mr Chung King Fai was the driving force behind bringing quality drama to Hong Kong screens, creating TVB's most successful television dramas in the late 60's and throughout the 70's, while setting the standards for television drama today.

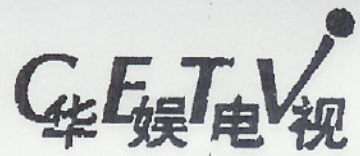
The show's Executive Producer is Partrick Yuen, a 15 year veteran of television drama production in Hong Kong with a list of hugely successful productions to his credit.

(more)

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CETV is one of Asian's fastest growing and most successful satellite television services, devoted exclusively to wholesome family programming for Mandarin-speaking audience throughout Asia. Since its successful launch on 11th March 1995, CETV Family Channel has made dramatic progress in reaching over 28 million households throughout China and Southeast Asia, including Taiwan, Indonesia, Singapore, Malaysia, Japan, the Philippines, Thailand, Brunei, Myanmar, Vietnam, Laos, and Christmas Island - an Australian Territory in the Indian Ocean.

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Issued by Bozell PR. For further information, please contact Mrs Wendy Tong Barnes (tel: 2892-8705) or Miss Shirley Sheh (tel: 2892-8640) of Bozell PR.

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