



**For Immediate Release**



## **one2free Musicholic x EEG Virtual Singing Contest 2010 Buzzes the City with Search for Hong Kong's Next Pop Singer**

*Realising Dreams! A contract with EEG up for grabs*

**Hong Kong, 5 July 2010** – one2free, the lifestyle mobile brand under CSL Limited (CSL), today announced it will host a virtual singing contest with Hong Kong's most esteemed entertainment company, Emperor Entertainment Group (EEG). The best performer will realise his or her dream by winning an EEG artist contract and a fast track to fame.

The contest will be run through one2free Musicholic, everyone in the city can enter the contest by uploading their MVs to the exclusive submission channel, [www.musicholic.com.hk](http://www.musicholic.com.hk), including non-one2free Musicholic subscribers who can register for trial use of the platform with just HK\$1 for uploading, viewing and voting videos. one2free customers can also view and vote on the videos via their mobiles.

“Partnering with leaders in music industries is in line with CSL’s strategy to ensure the delivery of exclusive and quality music and songs that are demanded by music lovers,” said Joseph O’Konek, Chief Executive Officer of CSL. “Music is a part of almost everyone’s life. With one2free Musicholic service, anyone can easily access the world of music via their mobile phones or PCs. This singing contest will broaden the horizons of one2free Musicholic from viewing and sharing music content to playing a direct role in the music world.”

“EEG is committed to fostering growth of local talents that brings the best-in-town entertainment to audiences from all walks of life in Hong Kong,” said Ng Yu, Chief Executive Officer of EEG. “The Internet and social media are the most effective promotion tools in today’s digital savvy world. We are very excited to partner with CSL one2free in launching this contest and we see great opportunities to create industry breakthroughs by using an online channel as the contest platform. This is a new move for EEG, and we are delighted to join forces with the best mobile operator in Hong Kong to ensure the best network performance and technological support.”

## **Act NOW! Be Hong Kong's Next Pop Singer**

### ***How to participate***

The search for Hong Kong's newest pop star will officially begin on 5 July 2010 and run until the finals of the contest on 31 Aug. Every aspiring singer, aged between 15 and 28, in the city can enter the contest between 5 July and 6 Aug by uploading their videos to [musiccholic.com.hk](http://musiccholic.com.hk) via PC. Videos must be no more than five minutes and not larger than 200MB in size. Each registered user can enter a maximum of three videos. Entry is free for existing one2free Musicholic customers. Non-Musicholic users including non-CSL customers, can enter the contest by joining a one-month trial of one2free Musicholic service during the promotion period. All music fans can take part in this fantastic contest and show support for their favourite finalists by voting on the one2free Musicholic platform either via their mobiles or PCs from 16 – 28 August.

### ***The auditions***

Fifty contestants will then be shortlisted by a panel of CSL and EEG judges for the second audition in early August. The contestants will then be whittled down to ten for the Grand Finale. Highlights of the auditions will be broadcasted via one2free Musicholic website (both PC and mobile version) and other social media channels such as YouTube.

### ***The finalists***

The final ten will win Nokia's latest handsets sponsored by one2free. They will also attend a series of training and grooming sessions run by EEG mentors to prepare them for the final showdown, which will be attended by EEG's top artists and broadcast on the one2free Musicholic platform. On 29 Aug, the "most favourable contestant" will be selected based on a public vote and will be awarded a trophy.

### ***The finals***

The final 10 contestants will compete for votes from the public and a panel of CSL and EEG judges, as well as music industry professionals including Warren Mok, Ronald Ng, Clarence Hui, and Mani Fok with the winner receiving an EEG artist contract. Everyone in the public can vote by registering with the one2free Musicholic service.

To broadly promote the contest among the public, Sina Weibo users can stay abreast of the contest via a dedicated contest page on the microblogging service which aggregates the Sina Weibo accounts of famous EEG artists and provides users with recruitment videos, news updates and footage of the contest.

**Best Music Experience at Best Offer**

one2free Musicholic service has an extensive music collection with wide variety of songs and MVs including new hits from major record labels for unlimited downloading and streaming. With superior audio and video streaming quality delivered by one2free's Next G high-performance mobile broadband network, customers can enjoy and share music-related content via their mobile phones or PCs anytime, anywhere.



Joseph O'Konek, Chief Executive Officer of CSL Limited; Ng Yu, Chief Executive Officer of EEG, Joey Yung and Leo Ku (from left to right).



Joseph O'Konek, Chief Executive Officer of CSL Limited; Ng Yu, Chief Executive Officer of EEG, Joey Yung and Leo Ku (from left to right) host the kick-off ceremony.



Joseph O'Konek, Chief Executive Officer of CSL Limited delivers speech at the event.



Joseph O'Konek, Chief Executive Officer of CSL Limited (left 3); Ng Yu, Chief Executive Officer of EEG (left 4); Joey Yung (left 5); Leo Ku (left 6), Mark Liversidge, Chief Marketing Officer of CSL Limited (right 3) and other guests host the toasting ceremony of the event.

[Please click here to download the high resolution photos.](#)

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### **About one2free**

one2free was launched in 1996 by CSL. In keeping with its progressive nature, in April 2008 one2free re-positioned itself to enable it to take its exciting products and services to the whole family by providing new customized solutions. one2free also provides cost-effective solutions for the Small Office Home Office (SOHO).

one2free's flagship store is located at Yee Woo Street, Causeway Bay. With boutique-style service, it provides customers with a hassle-free mobile experience, and a simple and enjoyable mobile life.

For more information, please visit [www.one2free.com](http://www.one2free.com).

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