

For immediate release

“The Best of the Best Awards 2009 MTR Advertising”
Experience the “Ad-volution”, Vote for “My Favourite Campaign”

(Hong Kong, 12 February 2010) The Best of the Best Awards MTR Advertising, an annual event that recognises outstanding achievement and creative excellence in MTR Advertising and commends advertisers, creative and media agencies for their contributions, is now welcoming the public to vote for their favourite advertising campaigns of 2009.

From now until 14 March 2010, voters can visit www.jcdecaux.com.hk/bobawards to cast their ballots and may win weekly lucky draws with fabulous prizes ranging from state-of-the-art headphones, iPhone/iPod docking speakers to digital cameras and iPods.

The theme for this year’s Awards is “The Ad-volution,” which echoes with the fact that MTR Advertising is always the leader of outdoor advertising trends, and is both a pioneer in using new advertising channels and a key force in propelling the revolution of advertising.

All advertising campaigns featured in the MTR* and Airport Express from 1 January to 31 December 2009 were automatically qualified as entrants of the Awards. This year, a total of 23 awards in 15 categories will be handed out to the winning campaigns. Among all, the “My Favourite Campaign” award is open for online voting by the public, while a judging committee will appraise the other 14 categories.

“Online voting will allow the public to play a huge part in this landmark event. Since 2002, The Best of the Best Awards has been instrumental in recognising creativity and innovation in MTR Advertising, and is a tangible testimony to the MTR network as a powerful advertising and promotional channel,” said Dr. Stella Kwan, Senior Manager – Media & Business Development of MTR Corporation.

“Not only a perfect means for passengers to review the excellence of MTR Advertising, the online voting also presents a unique opportunity for brands to receive more exposure. We want to encourage advertisers to be even more creative and launch more leading campaigns in the future,” said Ms Amy Chan, Deputy Managing Director of JCDecaux Transport.

The Best of the Best Awards MTR Advertising has received enthusiastic support from advertisers, members of the advertising industry and the public since its launch in 2002. This year, the professional judging session will take place on 5

March 2010 and the Awards Ceremony, in which all results will be announced, will be held on 29 March 2010 at the Grand Hyatt Hong Kong Hotel.

For more information about the Awards, please visit www.jcdecaux.com.hk/bobawards.

*MTR refers to Kwun Tong Line, Tsuen Wan Line, Island Line, Tung Chung Line, Tseung Kwan O Line and Disneyland Resort Line.

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Photo Caption:

The online voting of The Best of the Best Awards 2009 MTR Advertising is now open. Visit www.jcdecaux.com.hk/bobawards to vote for your favourite advertising campaigns!