

For Immediate Release

one2free Musicholic EEG Singing Contest 2010 – The final 10 contestants are born!

Hong Kong, 12 August 2010 – The one2free Musicholic EEG Virtual Singing Contest 2010 got off to a roaring start with the first audition being held last Sunday and the 10 finalists have met up with the panel of CSL and EEG judges for a briefing.

Launched on the one2free Musicholic platform, this is the first virtual singing contest to be held in Hong Kong. one2free Musicholic added a highly-interactive element to the contest, enabling participants to share video content for the judges and public to view anytime, anywhere. As a result, hundreds of videos of pop star wanabes entered for a chance at the big time.

The Finalists

This throng was whittled down to 10 finalists: Chloe Mo, Kay Lee, Selina Xu, Ryan Chuy, Nick Cheung, Wilson Hue, Angela Hui, Jerry Fung, Erica Liu and Jarryd Tam.

“I am thrilled to be in the final 10,” said one of the finalists. “It was also a great buzz to meet with the judges and I am looking forward to the training by EEG experts. This was a cool contest to enter because with one2free Musicholic it was easy to upload my MVs and seeing the number of views on my entry was great motivation.”

Another finalist also cites advantages of the one2free Musicholic platform: “one2free Musicholic is a great way to hold a contest because it allows you to study the other competitors, get some ideas of what you are up against, and up your game.”

“The first stage of the competition has been a great success,” said Mark Liversidge, Chief Marketing Officer of CSL. “It is encouraging to see the combination of one2free Musicholic as a cutting-edge medium with the industry expertise of EEG leading to such a good result for both emerging singing talent and music fans in Hong Kong.”

“Holding a singing contest via an online platform is a first for the Hong Kong music industry,” said Ng Yu, Chief Executive Officer of EEG. “It’s great to see it go off so smoothly. Not only has the one2free Musicholic platform been highly popular with participants, we judges also found it made our jobs much easier by allowing us to review video entries anytime and anywhere. It is also great to see the quality of talent in the 10 finalists we have chosen. They all have star potential.”

The next stage is the public voting period, which runs from 16 – 28 August 2010. Members of the public can choose their favourite participant by voting via one2free Musicholic either on their PCs or mobile phones. The winner of this vote will be announced on 29 August, awarded the title of “Most Favourable Contestant Online” and presented with a prize.

On 31 August, at the Grand Finale, all finalists will compete for votes from a panel of judges, consists of music industry professionals including Warren Mok, Ronald Ng, Clarence Hui, and EEG representative Mani Fok, with the winner receiving an EEG artist contract.

See Your Favourite EEG Stars Perform Live

To align with the competition, one2free is also running a promotion from now till 19 August 2010. Members of the public have the chance to win two tickets for the Grand Finale to see EEG artists, including Joey Yung and Leo Ku, perform. To enter, just purchase one of the following from one2free:

- Nokia handset connection (all rate plans) for 18-24 month contract and Value Added Service subscription at HK\$15 for 12 months
- SIM connection at HK\$99 for 15 months or \$149 or above for 12 months
- Any Nokia standalone handsets



First Audition

10 Finalists:



1. Erica Liu



2. Ryan Chuy



3. Chloe Mo



4. Nick Cheung



5. Kay Lee



6. Selina Xu



7. Wilson Hue



8. Angela Hui



9. Jarryd Tam



10. Jerry Fung

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

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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.

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