



For Immediate Release

The one2free Musicholic EEG Singing Contest 2010 finds a New Singing Star Online

Hong Kong, 1 Sept 2010 – one2free Musicholic EEG Singing Contest 2010, Hong Kong's first singing competition using online recruitment, crowned a new singing sensation at last night's exciting Grand Finale. Jarryd Tam beat off stiff competition and won the coveted prize of an Emperor Entertainment Group (EEG) artist contract after going through the first-ever online singing contest on the one2free Musicholic platform.

From the hundreds of videos uploaded since the contest started, to the eight finalists at yesterday's Grand Finale, the one2free Musicholic platform has proven to be a unique concept that has allowed anyone to follow their dream of becoming a singing star. It also gave the public insights into every stage of the competition and a chance to vote for the Most Favourable Contestant Online, which was also won by Jarryd Tam.

At yesterday's Grand Finale, the final eight were given a series of challenges by EEG artists, including Vincy Chan, William Chan, Ken Hung and Sherman Chung. The challenges made use of one2free Musicholic's lyric feature with the lyrics of selected songs displayed on the screen.

"The one2free Musicholic EEG Singing Contest allowed me to realize my dream as a singer," said Tam. "The easy-to-access, online participation motivated me to compete. Uploading my video clip involved just a click, and I was able to see how many people were watching my video and other contestants on my phone. I am so excited and cannot believe that my dream has come true."

"We are thrilled with the success of one2free Musicholic Singing Contest in highlighting what is possible today using mobile technology," said Mark Liversidge, Chief Marketing Officer, CSL Limited. "As a market leader CSL is pioneering the use of mobile platforms to deliver personalised and interactive mobile lifestyle for everyone in Hong Kong."

"It is fantastic to see the first singing competition using online recruitment in Hong Kong powered by an online platform come off as such a success," said Ng Yu, Chief Executive Officer, Emperor Entertainment Group. "This event was a great combination of talent and technology and it is a sign of things to come. Today, young people spend more and more time in virtual spaces and we believe that online talent recruitment will become the norm for the entertainment industry. Moreover, the success of this event will encourage EEG to launch more of our activities via online channels such as one2free Musicholic."

With one2free Musicholic service, anyone can easily access the world of music via their mobile phones or PCs. one2free Musicholic has an extensive music collection specifically selected for Hong Kong featuring audio files and music videos, and the latest music and artist news for downloading, streaming and viewing on either a mobile phone or a PC/Mac, so customers can enjoy music-related content anytime, anywhere.

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About one2free

one2free was launched in 1996 by CSL. In keeping with its progressive nature, one2free re-positioned itself to enable it to take its exciting products and services to the whole family by providing new customized solutions in April 2008. 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.



Champion of the one2free Musicholic EEG Singing Contest 2010 – Jarryd Tam



Awardee of the “Most Favorable Contestant Online” – Jarryd Tam



Awardee of the “Best Performance Award” – Erica Liu



CSL and EEG executives, together with EEG artists, attended the Grand Finale of the one2free Musicolic EEG Singing Contest 2010 and witnessed the birth of the Champion.



Over hundreds of fans attended the Grand Finale to cheer on the final 8 contestants.

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



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