



Press Release

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CNBC's Anchors deemed Asia's Best News Talent at the 13th Asian Television Awards

Singapore, 12 December 2008 – CNBC, First in Business Worldwide, received two awards at the 13th Asian Television Awards that was held at the InterContinental Hotel in Singapore last night: Martin Soong received the Best News Anchor / Presenter Award for Squawk Box; Christine Tan received the Best Current Affairs Presenter Award for Managing Asia.

“The caliber and journalistic skills of the nominees of these categories are second to none. They are amongst the best talent in Asia Pacific,” said John Casey, Director of News and Programming, CNBC Asia Pacific. “Having three nominations and receiving the awards in these two categories is an honor for CNBC.”

With over 20 years of industry experience, Martin Soong is one of Asia's best-known business television journalists. He was one of the pioneers that launched Asia Business News in 1993 (prior to the channel's merger with CNBC in 1997). During his long and distinguished tenure with the network, Martin has anchored almost all of CNBC's flagship business shows. He is currently the co-anchor on CNBC's trademark morning program Squawk Box (Asia), which focuses on what viewers need to know after the markets close in the U.S. and before the markets open in Asia.

This is the second consecutive year that Soong received the Best News Anchor / Presenter Award at the Asian Television Awards. He received it last year in 2007, and also in 1998 and 1996.

Since joining the network in 1999, Christine Tan hosted some of CNBC Asia Pacific's most popular shows. Currently she is both the Singapore-based anchor for Worldwide Exchange, a business news program broadcast live each weekday from Asia, Europe and the United States, as well as the host of the network's longest running current affairs program, Managing Asia, a ground-breaking show that looks inside the minds of the region's top leaders

This is the first time that Tan has received the Best Current Affairs Presenter Award, for her work in Managing Asia, at the Asian Television Awards.

“The Asian Television Awards celebrates, recognizes and rewards program and production excellence in the region,” said Jeremy Pink, President and Managing Director, CNBC Asia Pacific. “It is a testimonial for our talent to be recognized and commended by the industry leaders and peers from around the region.”

About CNBC Asia Pacific

CNBC, First in Business Worldwide, provides fast, accurate, unbiased, actionable business and financial news to over 400 millions households worldwide. CNBC Asia Pacific is uniquely positioned to speak to viewers from across the region. Headquartered in Singapore, the network provides nine and a half hours of live Asia-produced programming, which is complemented with coverage of live market action from Europe and the US. CNBC Asia Pacific's channels, which include CNBC Asia, CNBC-TV18 (India), CNBC Pakistan, Nikkei-CNBC (Japan) are available in more than 21 countries across the Asia Pacific region. CNBC also has a strategic alliance with Shanghai Media Group, which wholly owns a subsidiary, China Business Network, and a partnership with Digital Chosun, part of the Chosun group of companies, the biggest media conglomerate in South Korea. The channels are distributed via satellite, cable and terrestrial broadcast networks, as well as broadband. CNBC content is also distributed on the 3G platform through selective markets. For more information, please visit us at www.asia.cnbc.com.