



Press Release

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CNBC Asia Pacific

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**CNBC Asia Pacific Receives Four Awards at the 2009 New York Festivals
Television Programming and Promotion Awards**

Singapore, 23 January 2009 – CNBC, First in Business Worldwide, received four awards at the 2009 New York Festivals Television Programming and Promotions Awards today:

- a. Christine Tan – Silver World Medal for Best Anchor
- b. Sri Jegarajah – Bronze World Medal for Best News Reporter / Correspondent
- c. Martin Soong – Finalist Certificate for Best Anchor
- d. Olympics : China the Next Lap – Bronze World Medal for Special Reports

“2008 was a great year, for CNBC with unprecedented coverage and record ratings,” said John Casey, Director of News and Programming, CNBC Asia Pacific. “These awards are a testament that we continue to provide the best product in the business.”

Since joining the network in 1999, Christine Tan hosted some of CNBC Asia Pacific's most popular financial 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. In 2008, Tan received the Best Current Affair Presenter Award for her work in Managing Asia, at the Asian Television Awards

Sri Jegarajah is an experienced business and financial markets correspondent at CNBC's Asian headquarters in Singapore. He reports for CNBC's morning programs, Squawk Australia, and CNBC's flagship shows, Squawk Box and CNBC's Cashflow. Sri has a decade of experience in journalism. He was a frequent contributor to CNBC programming when he was an energy reporter for Dow Jones Newswires in Singapore and also was a prolific reporter for Dow Jones in London. Prior to joining CNBC, he worked at Bloomberg, where he filed oil and energy market reports for the news terminals, television and radio services. .

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. For the second consecutive year, Soong won the Best News Anchor / Presenter Award at the Asian Televisions Awards in 2008.

Olympics : China the next Lap is a special CNBC presentation that focused on the broader implications of Beijing hosting the 2008 Olympics. The Olympics is seen as China's "Coming Out" party, highlighting the nation's ascent onto the world stage as well as an opportunity to celebrate a stellar 30 years of economic growth. The series ran over five days in August, 2008.

"New York Festivals Television Programming and Promotions Awards celebrates, recognizes and rewards International program and production excellence," said Jeremy Pink, President and Managing Director, CNBC Asia Pacific. "It is a testimonial for our talent and production to be recognized and commended by the industry leaders and peers from around the globe."

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.