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HKBN Customer Service wins Bronze at HKCCA's Call Centre Awards - Contact Centre of the Year (over 100 seats)

Hong Kong, 24th October 2006 – Hong Kong Broadband Network Ltd. (“HKBN”) was awarded “Contact Centre of the Year (over 100 seats), Corporate Awards - Bronze at the Hong Kong Call Centre Association (HKCCA)’s 7th Annual Call Centre Awards 2006, acknowledging HKBN’s unceasing strive for customer servicing excellence.

The 7th Annual Call Centre Awards 2006 involved six comprehensive judging criteria: Corporate Value & Mission, Usage of Technology, Human Resources, Working Environment, Managerial Strategy and Operations. These factors were evaluated vigorously through written report submission, on-site interviews and visits, assuring the all round quality of the well deserved winners.

Determined to deliver premium quality customer service, every single HKBN customer service executive has undergone a 244 hours training course, accompanied by regular tutorials and exams in relation to customer service. The customer service executives are supported by a team of professionals from different departments, ranging from Technical Support, Product Development, Marketing & Sales etc, enabling the HKBN Customer Service Hotline Centre to handle customer enquiries with speed and sincerity. HKBN also has a 4,000 square feet Customer Service Centre in Mongkok, offering personal customer attention.

In receiving the award, HKBN Chief Operating Officer Mr. William YEUNG said, “We are honored to be recognized and awarded by the HKCCA. The Award motivates HKBN’s quality driven management and more importantly, it recognizes the contributions and efforts by all HKBN staff. With the motto of “*Caring with the Heart, Servicing with Swift Actions*”, HKBN will continue to strive for customer service excellence.”

HKBN was also awarded “APCSC Customer Relationship Excellence Awards 2005” for “Call Center of the Year” & “Customer Service Centre of the Year” earlier this year, paving the way to be the paragon of customer service in the industry.

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About City Telecom/HKBN

Established in 1992, CTI Telecom (H.K.) Ltd. (SEHK : 1137 ; NASDAQ : CTEL) provides integrated telecommunications services in Hong Kong. City Telecom' s wholly-owned subsidiary, Hong Kong Broadband Network Limited (HKBN), is in the process of expanding its Metro Ethernet from 1.3mn to 1.8mn homes pass, reaching 80% of Hong Kong's total population. HKBN has achieved an aggregate Voice, Broadband (symmetric 1000Mbps, 100Mbps, 25Mbps and 10Mbps), IP-TV and Corporate data service base in excess of 600, 000 subscriptions. Additional information on City Telecom can be found at www.ctigroup.com.hk

About the Hong Kong Call Centre Association:

The Hong Kong Call Centre Association (HKCCA) was formed by a group of call centre users in September 1999. The association has a mission to help local organisations in improving their customer service by deploying the best management practices and latest technologies. It aims to promote excellence in three main areas: Process Improvement, People Management and Technology.

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