

For Immediate Release

## **Talent Development as a Competitive Advantage**

(Hong Kong, 18 January, 2010) At City Telecom (H.K.) Ltd. ("City Telecom", HKEX: 1137, NASDAQ: CTEL), we consider Talent Development to be our key competitive advantage. Whilst most people think of City Telecom, via our wholly owned subsidiary Hong Kong Broadband Network Limited, as a high tech fibre telecom carrier or as a high profile marketing company, we in fact invest more money on our Talent (salaries and wages) than on capex plus advertising & marketing. During the twelve months to 31 August 2009, we incurred Talent expenses that exceeded the combined total of Capital Expenditure plus non-Talent advertising marketing expenses. In short, City Telecom is in fact a Talent company.

Our latest presentation on our Talent Development policies can be accessed via this link:  
[http://reg.hkgbn.net/ctigroup\\_admin/files\\_upload/TalentEngagementPPTe.pdf](http://reg.hkgbn.net/ctigroup_admin/files_upload/TalentEngagementPPTe.pdf)

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### **About City Telecom/Hong Kong Broadband Network Limited**

Established in 1992, City Telecom (H.K.) Limited (HKEX: 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 self-built Next Generation fibre network. HKBN has achieved an aggregate Voice, Broadband (symmetric 25Mbps up to 1Gbps) and IP-TV services base in excess of 1,004,000 subscriptions. Additional information on City Telecom can be found at [www.ctigroup.com.hk](http://www.ctigroup.com.hk).

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