

For Immediate Release

## **PHENOMENAL Singapore Experience for our Front Line Talents**

Dear Friends of City Telecom,

(Hong Kong, 8 September 2010) City Telecom (H.K.) Limited (“City Telecom”) (HKEX:1137, NASDAQ: CTEL) At City Telecom we think differently. Whilst many companies in the service industry tend to outsource their customer contact points due to the labor intensive nature of this business, we look to keep the far majority of our customer contact points in-house, hence our pool of over 3,000 full time Talents spread between Hong Kong and Guangzhou.

Whilst our Talent development policies are extremely tough, for example, we terminate the bottom 5% of our salary base annually, this allows us to concentrate on nurturing and rewarding our top 95% performers. Given that we set very aggressive performance targets a year ago and we have since achieved them, this PHENOMENAL Singapore Experience is a reward trip for our top 350 non-management grade Talents, who have shown exceptional customer service, be it external or internal.

Approximately half of the total participants were from our Guangzhou call centre, and for many, this was their first international trip. The full trip album can be downloaded at [http://reg.hkbn.net/ctigroup\\_admin/files\\_upload/201009\\_Trip\\_Summary\\_Singapore.pdf](http://reg.hkbn.net/ctigroup_admin/files_upload/201009_Trip_Summary_Singapore.pdf)

Some quotes from the trip participants:

Ms Mak Chiu Lai, Office Cleaner, Hong Kong, *“Very excited – it’s the first time for me to go overseas”*

Mr Chan, Kwok Ching, Senior Sales Executive, Hong Kong, *“Corporate” feel - not stand-alone individual!!*”

Mr Zhang Xiao Long, Telesales Executive, Guangzhou, *“A great opportunity to meet HK teammates, and facilitate the networking thereafter”*

NiQ Lai  
CFO & Head of Talent Engagement

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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 via its own self-built fibre network. City Telecom's wholly-owned subsidiary, Hong Kong Broadband Network Limited (HKBN), is the fastest growing broadband service provider in Hong Kong. HKBN offers a diversified portfolio of innovative products that service over 1,027,000 subscriptions for broadband, local telephony and IP-TV. The Company has built a solid market position with top-of-the-line applications and practices enabling its substantial growth. The company takes great pride in developing its over 3,000 Talent force into a competitive advantage. Additional information on City Telecom can be found at [www.ctigroup.com.hk](http://www.ctigroup.com.hk).

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