

For Immediate Release

HKBN – Proud Sponsor of Kids4Kids “Books For A Cause”

(Hong Kong, 8 July 2011) Hong Kong Broadband Network (HKBN), a wholly owned subsidiary of City Telecom (H.K.) Limited (HKEX: 1137, NASDAQ: CTEL) is proud sponsor of Kids4Kids “Books For A Cause” initiative.

Books for a Cause is a city-wide second hand book drive for kids in need in Hong Kong, China and countries all over the world. This project was initiated by 14-16 year old Advocates at the Kids4Kids Youth Forum last fall. A large number of international and local schools participated in this massive book drive across Hong Kong, with the support of corporations, charity organizations, and many other parties.

Annie Sin, Director of CSR, Hong Kong Broadband Network, says, *“While some teenagers devote themselves to virtual gaming, Kids4Kids Advocates take the initiative to give weight to social responsibility. They are pleased to take challenges and their attitude truly touches our hearts. Just like how we encourage bright Talents to join our company, helping us to strive for the best, as well as realizing their dreams in the telecom world, the passion of the Kids4Kids Advocates is worthy of our continuous support. I’m sure our Talents and Kids4Kids Advocates will contribute to the society hand-in-hand and give back to the needy.”*

Michele Lai, Founder of Kids4Kids added *“I truly believe that kids have the ability and power to make a positive change when given a chance, so at Kids4Kids, we let them take the lead.”*

- The End -

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 1,110,000 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 it substantial growth. The company takes great pride in developing its around 3,000 Talent force into a competitive advantage. Additional information is available at www.ctigroup.com.hk

About Kids4Kids

Kids4Kids is a non-profit organization founded in Hong Kong in 2008 supported by a group of volunteers who share the same passion for working with kids and a worthy cause. Our main objective is to inspire and empower kids of all ages to make positive changes in the world through their meaningful actions. Additional information is available at <http://www.kids4kids.org.hk/en/about-us.html>

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Appendix 1: Project Celebration Picture



Left to Right: Ms. Shirley Kuan, Founding Board Member, Kids4Kids, Ms. Michele Lai, Founder and Director, Kids4Kids, Ms. Bally Wong, Founder and Principal, ABC Pathways School, Ms. Annie Sin, Director of CSR, Hong Kong Broadband Network, Mr. David Begbie, Director, Crossroads Foundation, Miss Clare Pemberton, Kids4Kids Advocates, Ms. Sherry Yeung, Marketing Manager, ABC Pathways School

Share Your Read, Share Your Love

How a Book Drive Makes a Difference to Kids Around the World



What a difference a book makes! One person's food for thought may be another's reminder of childhood reading, and yet another's inspiration for what they aspire to be. Consider the power of one, to many; give one book, and together we help many in need.

The Power of One to Many

"Books for a Cause" is a city-wide book drive for kids in need in Hong Kong, China and countries all over the world. This project was initiated by the Advocates at the Kids4Kids Youth Forum last fall. Both international and local schools are involved in this massive book drive across Hong Kong, with the support of corporations, charity organizations, and many other parties. The week-long book drive from 30th May to 6th June has yielded remarkable results.

Billy Wong, Founder and Principal of ABC Pathways School, one of the Gold Sponsors of "Books for a Cause", shares with us their motivation behind their active support. "By assembling all our 3000 students to help out in 'Books for a Cause', ABC Pathways School hopes to teach our students by example how to pass on knowledge through love. We are delighted to be the Gold Sponsor of the event, not only to better encourage students to donate books, but also to contribute to the administrative subsidy for Kids4Kids to run the event effectively. We are impressed by all parties involved in 'Books for a Cause' when we attended the briefing session. The team devotes their time, energy and resources to help people in need without the least concern for what they get in return. This is the solid proof of love is just around your corner!"

Annie Sin, Director of CSR, Hong Kong Broadband Network, another Gold Sponsor, says, "While some teenagers devote themselves to virtual gaming, Kids4Kids Advocates take the initiative to give weight to social responsibility. They are pleased to take challenges and their attitude truly touches our hearts. We have no reason not to respond to their effort and act upon their vision. Just like how we encourage bright talents to join our company, helping us to strive for the best, as well as realizing their dreams in the telecom world. The passion of the Kids4Kids Advocates is worthy of our continuous support. I'm sure our talents and Kids4Kids Advocates will contribute to the society hand-in-hand and give back to the needy."

The Power of Kids

Kids4Kids is a non-profit organization founded in Hong Kong in 2008 and a registered charitable institution (91/10742) exempt from tax under Section 88 of the Inland Revenue

KIDS4KIDS

愛心書送大行動
BOOKS FOR A CAUSE

We wish to applaud the following schools, organisations and individuals who took part in Kids4Kids 2010 "Books for a Cause". Your support has helped to gift books to the many kids in need. Thank you.

Schools

Beacon Hill School
Bradbury School
Canadian International School of Hong Kong
Chinese International School
Christian Alliance P.C. Lau Memorial International School
Creative Secondary School
Delta School of Canada
Diocesan Boys' School
Diocesan Girls' School
Glenside School
Hong Kong Academy
Hong Kong International School
International Christian School
Island School
King George V School
Marymount Secondary School
Renaissance College Hong Kong
Sacred Heart Canossian College
St. Mary Canossian College
The ISF Academy
Victoria Nursery & Kindergarten Parent-Teacher Association
Victoria Shanghai Academy

Corporations and Individuals

ABC Pathways School
Bookazine
Brandon Learning Centre
Chenging Young Lives Foundation
China Resources Enterprise, Limited
Cisco Systems (HK) Ltd
Dragon Centre
Florence Ng
Grand Central Plaza Management Services Office
Grand Pacific Views/Heights
Hong Kong Broadband Network Limited
Joint School Information Technology Association
Kerry Logistics
Lung Mun Oase
Metro Harbour View
Metro Plaza
Milestone Language Centre
Morgan Stanley
Nokia Siemens Networks HK LTD
Oppenheimer Investments Asia Limited
Oxford University Press
Pacific Coffee Company
Palatial Coast Garden
Parkland Villas
Peegaboo Parenting Group
SHK Private
SmartTone-Vodafone
St. James' Settlement Kindness Centre
Target Sourcing Services Hong Kong Limited
The Helena May
The Hong Kong Jockey Club
The Sherwood
Thomson Reuters
UBM Medica
Verity Aylwar
YoungPost

Charities who will be receiving the donated books:

Chi Hong Foundation
Christian Family Service Centre - Lai Chi Centre
C.P.C. Yao Dao Primary School
Po Leung Kuk
RHK Education
St. James' Settlement Kindness Centre
The Salvation Army Recycling Programme
The White Rose Family Foundation
Vision first
Watchdog Early Education Centre
Youth Outreach

Proudly Supported by 全力支持:



Ordinance: its mission is to help children take responsibility to care for others and for the world we live in.

Kids4Kids does this by empowering kids with opportunities to learn about giving back – from the products created by kids to activities organized by kids to reach out to help not only our local community, but around the world, for a better future.

Through the annual Kids4Kids Books "Writing for a Cause" competition, students from different schools around Hong Kong are invited to be engaged in creative action to write and illustrate their own stories and the Overall

Winner from each participating school will have their story published. Proceeds from these Kids4Kids Books when sold will be donated to designated charitable organizations chosen by the kids – so the kids create the product and they sell the product. Similarly, "Arts for a Cause" in 2010 and "Music for a Cause" just launched in the summer of 2011 call for talents and actions, and in turn contribute to a good Cause.

"I truly believe that kids have the ability and power to make a positive change when given a chance, so at Kids4Kids, we let them take the lead," Michele Lai, Founder of Kids4Kids shares

the drive of organization.

Volunteers from as young as six years old can also participate in its regular outreach programs such as, Buddy Reading at Changing Young Lives Foundation and Outreach Volunteering trip, as in April 2010 to Yunnan.

These activities give kids the chance to meet and communicate with other children from different communities. Through such opportunities for sharing and giving, positive changes can be seen in the kids who volunteer, as well as kids who take part. For more information on how to participate in Kids4Kids programmes, please visit www.kids4kids.org.hk