



For Immediate Release

4th Wave Brand Campaign: HKBN's Fibre available in all 18 Districts of Hong Kong

(Hong Kong, 18 November 2008) Hong Kong Broadband Network Limited (HKBN) today launched our 4th Wave Brand Campaign, featuring iconic symbols to convey the message of *"HKBN's Fibre available in all 18 Districts of Hong Kong"*.

This unprecedented 18 Television Commercial (TVC) series is the 4th Wave of our HKBN's Brand Campaign that started 2 years ago. Leveraging on the extremely well received and award winning commercials such as *"Squeeze"*, *"Kung-Fu Fighting Ants"*, *"Bell"* and *"That's Ridiculous"*, HKBN is now moving beyond comparison advertising, towards building brand equity with the distinctive quirky humor that has become the hallmark of our brand positioning.

The TVCs are available for enjoyment at <http://hk.youtube.com/user/HKBNatUTube>.

The 18 TVCs, draw upon unmistakable scenes specific to Hong Kong's 18 districts, where HKBN's fibre optic cable is 'discovered' by bizarre yet memorable local characters in the most unusual ways. The TVC series serves to alert the public on how wide spread HKBN's fibre network is, which in turn reinforces the growing availability of HKBN's fibre optics services.

Mr William Yeung, Chief Executive Officer of HKBN commented on the 4th wave campaign: "It has always been a very creative and revealing process to develop each new wave of our brand campaign. Its evolution was designed in accordance to our fibre network's expansion, from differentiating what we do (residential ultra high speed broadband services) to highlighting our core competitiveness (value for money services), this latest campaign serves to inform the public about how available HKBN services has become territory-wide. We hope the consumers would enjoy the humorous TVCs, while knowing that there is always a better choice of service which is actually very available to them."

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About City Telecom/Hong Kong Broadband Network Limited

Established in 1992, City Telecom (H.K.) Limited (SEHK : 1137, NASDAQ : CTCL) 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 1.5mn to 2.0mn homes pass. HKBN has achieved an aggregate Voice, Broadband (symmetric 25Mbps up to 1Gbps), IP-TV and Corporate data services base in excess of 800,000 subscriptions. Additional information on City Telecom can be found at www.ctigroup.com.hk.

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Appendix :

Screen Shots of the 18 TVCs.

Kowloon City District "Hide & Seek on rooftop"	Central and Western District "High heel stuck"
	
Tsuen Wan District "Stone, Scissor & Fibre"	Yau Tsim Mong District "The Fast & the Furious"
	
North District "Shock at the Customs"	Eastern District "Canton Opera stunt"
	
Kwai Tsing District "The DEAL gone wrong"	Wong Tai Sin District "Wong Tai Sin the God"
	

<p>Sham Shui Po District “The Snake-man Show”</p>	<p>Kwun Tong District “Dodgy car”</p>
	
<p>Yuen Long District “Crab’s Argument”</p>	<p>Island District “Air-hostess’ s surprise”</p>
	
<p>Wan Chai District “Mahjong Magic”</p>	<p>Southern District “Funky Panda”</p>
	
<p>Sai Kung District “Checkmate”</p>	<p>Tai Po District “Squid’s Blue”</p>
	
<p>Tuen Mun District “Beach Attack”</p>	<p>Sha Tin District “The Birth”</p>
