

For Immediate Release

From Customer Service Excellence to Customer Service WOW

Dear Friends of City Telecom,

(20 September 2010) Having been with Hong Kong Broadband Network (HKBN), a wholly owned subsidiary of City Telecom (H.K.) Limited (HKEX: 1137, NASDAQ: CTEL), for over three years, there is this one thing that I will always tell my friends - At HKBN, **“We Don’t Do, We Out Do”**. From shattering the International Telephony monopoly in the early 1990’s, to the launch of the outrageous (so it seemed at the time) 100Mbps and 1000Mbps services in 2004, way ahead of the industry, we always strive to “Out Do”. As William Yeung, our CEO said, “In life, some just talk the talk, others try walk the talk. At HKBN, we run the talk!”

In running our talk, we also take a different approach to customer service. To us, traditional customer service excellence is about doing expected things well, but we strive beyond this, i.e. we aim to achieve customer service WOW by exceeding our customer’s expectations.

We have put together a compilation of compliments from customers who have been WOWed by our colleagues. This compilation can be downloaded at

http://reg.hkbn.net/ctigroup_admin/files_upload/ComplimentBooklet_E.pdf.

During our compilation, we found that some Talents are indeed more WOWing than others. For instance, Winfield Wong, Service Technician, who joined our company less than 12 months ago, has already received over 30 compliments from WOWed customers. Through this compilation we aim to spread Winfield’s and other outstanding colleague’s WOW DNA throughout our whole company. Going beyond a compilation of compliment letters, we interviewed our most WOWing Talents to investigate their Tricks-Of-Trade.

From the interviews, we learnt that “WIN-WIN-WIN”, i.e. Customer-Talent-Company can be achieved through basic magical touches such as face challenges without fear, identify customers’ needs with patience and offer solutions by thinking in customers’ shoes. Just as we have learnt many great lessons from our Talents from the frontline, we hope the following Tales and Tips would inspire you and your Talents as much as they have inspired us!

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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 it 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.

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