

For Immediate Release

## **HKBN Appoints Draftfcb Ahead of Major Rebranding**

(Hong Kong, 11 April 2012) Hong Kong Broadband Network Limited (“HKBN”, a wholly-owned subsidiary of City Telecom (HK) Limited, HKEX: 1137, NASDAQ: CTEL) has officially appointed Draftfcb for its major rebranding campaign following a competitive pitch against three other agencies. Draftfcb will initially focus on communications strategy and creative works for the rebranding of HKBN’s Mega Theatre on Demand packages in 2012 and help the company achieve ambitious business goals—be the largest IP provider in Hong Kong by 2016

Bringing benefits and excitement for the public are always the core purpose of HKBN. We are always looking for surprising the public, not only our service, but also our new rebranding campaign. The review of several agencies and the competitive pitches was led by Mrs. Selina Chong, Chief Marketing Officer of HKBN.

“Our pitch process was designed to highlight which agency possessed the creativity, speed and integration of communications to drive excitement about HKBN among consumers,” said Mrs. Chong. “Draftfcb demonstrated clear strategy, creative ideas and execution capabilities across multiple media channels and was a clear winner.”

Iris Lo, Managing Director and Executive Creative Director of Draftfcb said, “Our ideas for accelerating interest and adoption of the movie packages recognise that HKBN’s customers are across most demographics. We have designed communications for wide consumer appeal, but with specific product-related messaging that highlights the choice and quality of the packages as they become available.” She added, “We are delighted to win these assignments, as Hong Kong Broadband Network is an exciting brand that demands the highest quality strategies and creative work. We are looking forward to working with their marketing team.

The appointment of Draftfcb has been featured by Marketing-Interactive, the feature is available at: Marketing-Interactive—<http://www.marketing-interactive.com/news/31997>

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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 fiber 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 1,240,000 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).

For Enquiries, please contact:

Corporate Communications

Jessie Cheng

Tel: +852 3145 4118

Fax: +852 2199 8372

Email: [chengcm@ctihk.com](mailto:chengcm@ctihk.com)

Investor Engagement

Peggy Chan

Tel: +852 3145 6068

Fax: +852 2199 8655

Email: [investor\\_engagement@ctihk.com](mailto:investor_engagement@ctihk.com)