

For Immediate Release

HKBN recognized at 11th Annual Hong Kong Call Centre Association Awards

(29 October 2010) City Telecom (H.K.) Limited (HKEX: 1137, NASDAQ: CTEL) and wholly owned subsidiary, Hong Kong Broadband Network Limited (HKBN). HKBN is proud to receive the following awards at the 11th annual Hong Kong Call Centre Association Awards:

- Best Contact Centre in Quality Assurance, Silver,
- Inbound Contact Centre Agent of the Year, Bronze & Merit,
- Inbound Contact Centre Team Leader of the Year, Gold, Silver and Merit.

In the airline industry, there is a huge difference between the best carriers, such as Singapore Airlines and Southwestern Airlines, and the worst carriers (we won't name them but we can all think of a few). This difference is People, as the airlines can buy their hardware, i.e. airplanes, from the same global manufacturers. At HKBN, we believe that it is our People, i.e. our Talents, that will sustain our drive towards our 10-year Big Hairy Audacious Goal (BHAG) of becoming the largest Internet Protocol service provider in Hong Kong by 2016.

Our Talents treat customers like the patron of their own business, so generating a sense of responsibility, being proactive to listen to customers' needs and offering the right solutions. *"We strive on a 3E philosophy: Entrepreneurship, Engagement and Execution, which is not only upheld by our frontline Talents but also our Quality Assurance team"*, said Herman Pun, Director of Operations Support.

- 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 1,027,000 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.

For Enquiries, please contact:

Corporate Communications

Ms. Jessie Cheng

Tel: +852 3145 4118

Fax: +852 2199 8372

Email: chengcm@ctihk.com

Investor Engagement

Ms. Peggy Chan

Tel: +852 3145 6068

Fax: +852 2199 8655

Email: investor_engagement@ctihk.com

Appendix 1 : Print Campaign in Local Newspapers



**Thank you.
We're committed to
serving you better.**

With innovation and commitment,
we pledge to deliver ever-higher
standards of service for you.

Hong Kong Broadband received these awards from
the Hong Kong Call Centre Association:
Best Contact Centre in Quality Assurance, Silver
Inbound Contact Centre Agent of the Year, Bronze & Merit
Inbound Contact Centre Team Leader of the Year, Gold, Silver & Merit

