

For Immediate Release

## **HKBN awarded for Superior Salesmanship, 6th Consecutive Years**

(Hong Kong, 29 July 2011) Hong Kong Broadband Network Limited ("HKBN", a wholly-owned subsidiary of City Telecom (HK) Limited, HKEX: 1137, NASDAQ: CTEL) is proud to announce that two sales elites were laurelled with the "43<sup>rd</sup> Distinguished Salesperson Award" ("DSA") organized by The Hong Kong Management Association and Sales and Marketing Executives International.

The awarded elites, both from HKBN's Corporate Division, had gone through stringent assessment and their remarkable salesmanship stood out above and beyond the rest 170 participants. This is also the 6<sup>th</sup> consecutive year HKBN winning this award, with 14 sales elites awarded in all. The outstanding achievement not only demonstrates the commendation that HKBN earned for its distinct customer engagement, but also its leadership among peers. Instead of traditional "Hotline" approach over the past years, HKBN has designated account managers for each broadband customer, in order to serve needs in an all-round perspective.

It was a true delight for the awardees as well as HKBN to win this award. Keith Cheng, Senior Account Manager of HKBN said, "Through the DSA experience and recognition, my selling skills are refreshed and enhanced. They help me excel in this dynamic and changing environment." Another awardee, Patrick Man, Account Manager agreed on the unexpected benefits brought in the process of the selection, "This strengthens my selling skills, and gives me confidence that I am able to strive for the best in a sales career."

The "Distinguished Salesperson Award Programme" is a momentous annual event in the sales industry, with objectives of giving due recognition to successful salespersons for their achievements. Over 170 salespersons from 62 organizations participated in this year's programme. Judging procedures include paper submission and panel interview.

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**About City Telecom/Hong Kong Broadband Network Limited**

Established in 1992, City Telecom (H.K.) Limited (HKEX: 1137, NASDAQ: CTCL) 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 on City Telecom can be found at [www.ctigroup.com.hk](http://www.ctigroup.com.hk)

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**Appendix:**

**“43rd Distinguished Salesperson Award” Awardees**

**From Left : Patrick Man, Account Manager ; Keith Cheng, Senior Account Manager**

