



For Immediate Release

HKBN: “AWESOME SPEED. FOR EVERYONE” 100Mbps broadband at US\$13/month

(Hong Kong, 1 November 2009) Hong Kong Broadband Network Ltd (“HKBN”), a wholly owned subsidiary of City Telecom (HK) Limited (HKSE: 1137, NASDAQ: CTEL), today announces breakthrough “AWESOME SPEED. FOR EVERYONE” - 100Mbps broadband service at US\$13/month (HK\$99/month).

Some cars earn “SuperCar” status by their sheer performance but are priced beyond the mass. At HKBN, we have shattered this affordability barrier by delivering a “SuperCar” class symmetric 100Mbps broadband service at a mass market price. Anyone who stays within our 1.62 million households’ network coverage, including all our existing 391,000 broadband users are eligible to invite a friend to join our bb100 service for 24 months for price of HK\$99 (US\$13)/month each.

At this monthly fee level, the cost per Mbps for HKBN’s 100Mbps broadband service is just US\$0.06 (HK\$0.50), which is AWESOME World Class leading value. Furthermore, with our unique Speed Guarantee of 80% local bandwidth and unparalleled performance in massively multiplayer online role-playing games, we are delivering on one of our core purposes “To experience the joy of advancing and applying telecommunications technology for the benefit of the public”.

Mr. William Yeung, Chief Executive Officer of HKBN said, “With at least 32% of Internet users in Hong Kong still suffering from broadband services below 10Mbps¹, Hong Kong is lagging behind Korea and Japan in terms of Fibre-To-The-Home’s Penetration², and is only classed as “Comfortably enjoying today’s applications” in terms of Broadband Development³. Being the second largest broadband service provider, we have a duty to improve Hong Kong’s Global standings. Given our exceptional word-of-mouth, our launch of “AWESOME SPEED. FOR EVERYONE” is not just about competition, but also dedicated to applying telecommunications technology for the benefit of public, making Ultra High Speed Broadband Access the norm in Hong Kong.”

For video highlights of Hong Kong Press event, with full Television Campaign, please refer to www.youtube.com.hk/HKBNatUtube.

- End -

Remarks:

1) Between June 29 and July 15, 2009, HKBN employed Synovate Hong Kong to conduct a survey on the behaviors and habits of Internet users in Hong Kong.

2) FTTH Subscribers ratio ranking by the FTTH Council, Sept 2009.

For details, please see

<http://www.ftthcouncil.org/en/newsroom/2009/09/30/global-fiber-to-the-home-expansion-defies-the-economic-downturn>

* Despite ranking second in terms of FTTH/ FTTB penetration, the ratio of FTTH subscribers in Hong Kong is lagging behind South Korea and Japan

3) Global Broadband Quality Study conducted by Saïd Business School, University of Oxford, Sept 2009.

For details, please see page 10 of the full report at

[http://www.sbs.ox.ac.uk/newsandevents/Documents/Broadband%20Quality%20Study%202009%20Press%20Presentation%20\(final\).pdf](http://www.sbs.ox.ac.uk/newsandevents/Documents/Broadband%20Quality%20Study%202009%20Press%20Presentation%20(final).pdf)

About City Telecom/Hong Kong Broadband Network Limited

Established in 1992, City Telecom (H.K.) Limited (SEHK: 1137, NASDAQ: CTEL) 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 Next Generation Network from approximately 1.62 mn to 2.00 mn homes pass. HKBN has achieved an aggregate Voice, Broadband (symmetric 25Mbps up to 1Gbps) and IP-TV services base in excess of 943,000 subscriptions. Additional information on City Telecom can be found at www.ctigroup.com.hk.

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Investor Engagement

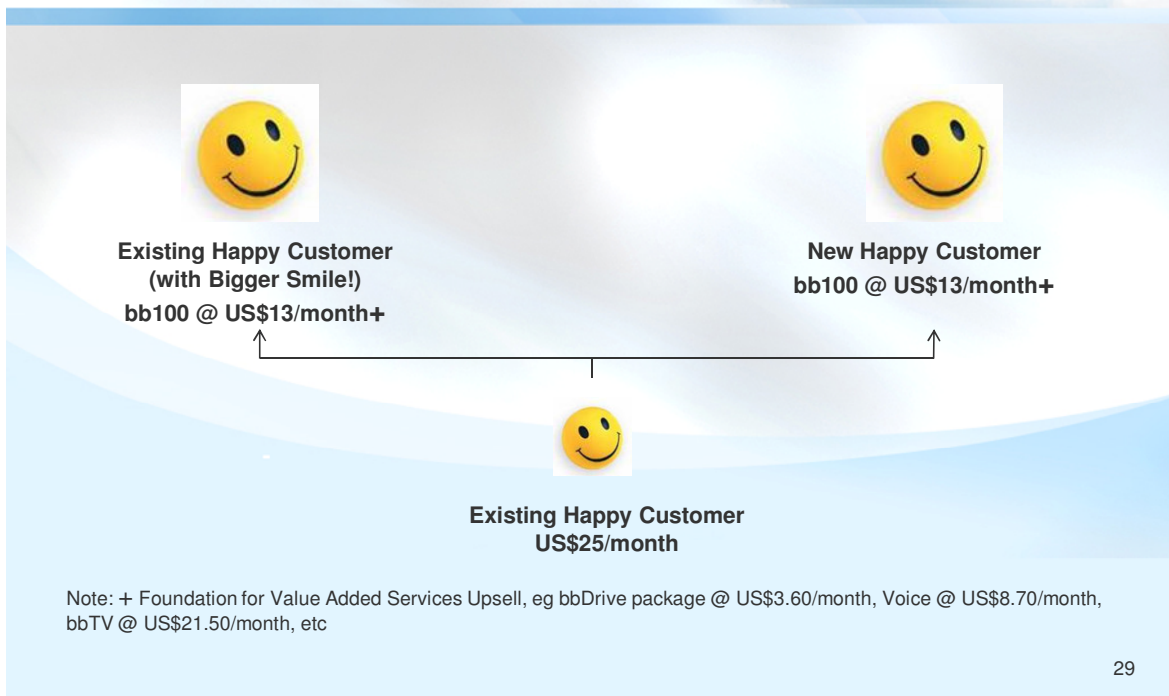
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Member Get Member – Turn One Happy Customer into Two.



Appendix II

Appendix II : Information on fixed & wireless broadband services, local & overseas

	Local Fixed & Mobile Broadband (included \$12 tunnel fee)	HKD/month (1)	Downstream (Mbps)	Upstream (Mbps)	HKD/Mbps/month (Down+Up combined)	HKBN bb100 Index
Fixed Broadband	bb100	99	100	100	0.5	1.0
	Netvigator	246	8	0.78	28.0	56.6
		228	18	1	12.0	24.2
		256	30	10	6.4	12.9
	Netvigator (public housing)	110	8	0.78	12.5	25.3
	HGC	128	10	10	6.4	12.9
		138	30	30	2.3	4.6
		148	50	50	1.5	3.0
		158	100	100	0.8	1.6
	i-Cable	99	10	1.5	8.6	17.4
Mobile Broadband (unlimited usage)	SmarTone Home BN	148	7.2	2	16.1	32.5
	Netvigator (existing cust)	210	3.6	2	37.5	75.8
		340	7.2	5.76	26.2	53.0
	Netvigator (non existing cust)	240	3.6	2	42.9	86.6
		500	7.2	5.76	38.6	77.9
	3HK	200	7.2	2	21.7	43.9
	SmarTone	200	3.6	2	35.7	72.2
		360	7.2	5.76	27.8	56.1
	One2Free (CSL)	220	3.6	2	39.3	79.4
		360	7.2	5.76	27.8	56.1
		510	21	2	22.2	44.8

	Overseas Fixed Broadband (unlimited usage, closest offer to 100Mbps)	HKD/month	Downstream (Mbps)	Upstream (Mbps)	HKD/Mbps/month (Down+Up combined)	HKBN bb100 Index
Fixed Broadband	bb100	99	100	100	0.5	1.0
	BT (UK)	310 (GBP 24.46)	20	1	14.8	29.8
	Verizon (US)	390 (USD 49.99)	15	5	19.5	39.4
		507 (USD 64.99)	25	15	12.7	25.6
		1092 (USD 139.95)	50	20	15.6	31.5
	NTT (Japan)	464 (¥ 5460)	100	100	2.32	4.7

Note 1: Price reference only, actual prices will vary according to promotions and different service packages. Prices updated as of 29 Oct 2009, except for HKBN effective 1 Nov 2009.



Mr. William Yeung, Chief Executive Officer of HKBN kicked start the “AWESOME SPEED. FOR EVERYONE” promotion.



Mr. William Yeung, Chief Executive Officer of HKBN at the Press Conference.



極速普及 人人喜動

















由即日起，登記香港寬頻bb100，上網極速100M，
月費\$99*，兼享全港唯一穩定速度保證#！從此家家
極速，人人又快又喜！

登記熱線：3498 3498

99bb100.hkbn.net

客戶服務中心：旺角登打士街56號裕裕商業中心10樓1016-1018室

專門店：香港 - 柴灣新翠花園商場 九龍 - 九龍灣德福廣場；樂富中心第1期；大角咀奧海城2期；
黃大仙中心；鯉魚門廣場 新界 - 馬鞍山新港城中心2期；沙田廣場；天水圍天耀商場；將軍澳
新都城商場2期；將軍澳厚德商場；荃灣愉景新城商場；屯門市廣場1期；屯門碼頭海趣坊

* 受本計劃條款細則約束，簽約24個月，另收取\$300安裝費，均不會退還予客戶。 # 保證上下載速度(由用戶
家中調身插座連接至香港互聯網交換中心-HKIX)不低於承諾的80%，否則按受影響日數之費用「雙倍奉還」。



光纖寬頻 Mbps



香港寬頻