

For Immediate Release

HKBN to Blanket Hong Kong with “Service with Heart” Campaign

(Hong Kong, 15 February, 2011) Hong Kong Broadband Network Ltd (“HKBN”), a wholly owned subsidiary of City Telecom (H.K.) Limited (HKEX: 1137, NASDAQ: CTEL) has launched our latest “Service with Heart” campaign. Leveraging our pioneering “hardware” advantage of symmetric 100Mbps and 1Gbps broadband services, we are now laying our “software” advantage of superior customer engagement. Instead of the traditionally accepted mass hotline approach to customer service, each of our 500,000-plus broadband customers now enjoy the service of a dedicated account manager, similar to the service you would expect from a private bank.

With the conviction that “Happy Talents bring Happy Customers”, this is an all-round 360° degree customer engagement campaign, from internal to external, to delight our customers with Service from the Heart. Internally, we kicked off the campaign with Pledge Ceremonies in Hong Kong & Guangzhou on 9 and 11 February 2011 for all our 3,200 Talents.

Externally, the message will be blanketed across Hong Kong via outdoor billboards in prime locations, print ads, and panels at key public transport terminals, as well as comprehensive TV commercials (see Appendix for video links).

“We hope to spread “Service with Heart” DNA to the whole company, and therefore, this campaign is not only an external above-the-line marketing exercise, but a genuine action from the hearts of all our Talents,” said William Yeung, CEO of HKBN. “It takes heart, not just ears, to delight customers. With our Customer Engagement Officers dedicated to meeting each customer’s needs, our service will cultivate a two-way, long-term relationship rather than answering one-off enquiries.”

Yvonne Lo, CEO of HKBN’s brand management agency M&C Saatchi said, “Service is more than a frontline staff’s attitude. It must be from the top down, supported by the company’s management with vision, commitment, and a sense of mission. Without heart, it’s only a job. With heart, HKBN’s Talents can ignite each other’s passion for service excellence. I’m glad to see HKBN’s management making a pledge to surprise their customers with service that truly comes from the heart.”

Please visit our minisite for TV commercials:

<http://www.hkbn.net/servicewithheart/>

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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 1,110,000 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 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

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Appendix 1 : Internal All-Talent Activities

All-Talents Kickoff Pledge Ceremonies in “Service with Heart” Motion



Ms. Yvonne Lo, CEO of Brand Management Agency M&C Saatchi, as guest speaker to share with all Talents her experience on service branding



The Good Fortune Bag with “Service with Heart” Badge for all Talents



Appendix 2 : External Promotions

Billboard, City Hall, Central, Hong Kong



Billboard, Cross Harbour Tunnel, Hunghom, Hong Kong (Mock up photos)



Bus Shelter Panels (Mock up photos)



MTR Trackside Panels (Mock up photos)

