

For immediate release

‘ACE’ Re-branding Campaign Rolled Out Today

HKBN Tailors Advanced and Best Valued Telecom Service to Empower Everyday Life

(Hong Kong, 6 September 2012) Hong Kong Broadband Network (“HKBN”) today announced the launch of a rebranding campaign to provide advanced and best valued telecom services integral to everyday life. Focused on meeting the Access, Communication, and Entertainment (“ACE”) needs of Hong Kong people, the new campaign ensures that customers can enjoy top-speed broadband and multimedia services anywhere, anytime.

After an investment of HK\$4 billion in a fiber-optic network that covers about 85% of all households in Hong Kong, and being the first company to offer Fiber-To-The-Home and 1,000 Mbps broadband connection services to Hong Kong, HKBN is in a unique, advantageous position to meet ubiquitous customer needs in bandwidth-demanding services at home as well as on the move.

“The ACE campaign is a showcase of HKBN’s long-term commitment in creativity and technology advancement, and is a bold statement ‘to achieve an extraordinary future’ together with Hong Kong people. As a hi-speed and trustworthy telecom service provider, we offer customers a wide array of top-value telecom services across different platforms such as computers, televisions, smartphones and tablets,” said Selina Chong, Chief Marketing Officer of HKBN.

Building around three service pillars in Access, Communication and Entertainment, “Access Plan**” features top-speed **broadband connection** service for home from 100 Mbps to 1,000 Mbps, plus **bbWI-FI** package offering outdoor Wi-Fi connectivity throughout the city via thousands of bbWI-FI hotspots; “Communication Plan**” not only offers **home telephone** and **IDD** services, but also **2b App** which supports users to make unlimited calls to Hong Kong and receive calls from anywhere via Wi-Fi or data network when abroad, allowing huge savings on voice roaming costs; “Entertainment Plan**” provides a robust combination of entertainment service at home and on handheld devices, including **bbTV**, covering **MEGA Theatre-on-demand** and over 60 world-class channels, **MusicOne**, all-in-one HD online music platform, **bbVDO**, an multimedia online technology learning platform and **Planetii**, a popular math education learning platform for primary students.

"The plans offer many choices to meet different individual and family needs. Customers receive great value and flexibility from our packages, and enjoy the extra convenience of receiving one consolidated monthly bill for all services," remarked Chong.

The rebranding campaign includes a large-scale advertising program rolled out today, covering advertisements on TV, print, public transport, outdoor, online, social media, HKBN's fleet of vehicles as well as other communication channels. Themed "To Achieve an Extraordinary Future", the advertising program features the empowerment of HKBN's endless pursuit of knowledge, as symbolized by the orange dot in HKBN's company logo and the orange sparkling ball in the advertisements. Other rebranding initiatives include revamp of product website to include more interactive features. Such efforts underscore HKBN's commitment in continuous enhancement of service level. More information about HKBN's rebranding campaign and the latest TV commercial can be found at www.hkbn.net.

**Please refer to www.hkbn.net or pamphlets for details, terms and conditions of the service plans.*

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About Hong Kong Broadband Network Limited

Hong Kong Broadband Network Limited ("HKBN") is the fastest growing telecommunications service provider in Hong Kong, offering a diversified portfolio of innovative products in broadband access, communication and entertainment to over 1.3 million subscribers. As the owner and operator of one of the biggest fiber-optic networks in Hong Kong, HKBN offers premier telecommunications services to both business and residential markets.

The company takes great pride in developing its 3,000-strong Talent force into a competitive advantage, and has established a solid market position for sustaining growth and success. In May 2012, HKBN underwent a Management Buy-Out and is now majority-owned by CVC Capital Partners and 63 HKBN Managers.

Issued by Hong Kong Broadband Network Ltd

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