

NWS Holdings launches a new series of corporate TV commercials

(27 November 2008, Hong Kong) NWS Holdings Limited (“NWS Holdings” or the “Group”, Hong Kong stock code: 659) has launched a new series of corporate TV commercial (“TVC”) to promote and strengthen its corporate brand. The TVC consist of three episodes carrying a common theme of “serving with heart and infinite value” with the aims to demonstrate the Group’s core businesses, dedicated workforce and good corporate citizen as well as to enhance the profile of the Group’s diversified businesses.

The first episode showcases a diversified range of the Group’s businesses in Hong Kong, Mainland China and Macau, including Roads, Energy, Water and Ports businesses in Infrastructure division; as well as Facilities Rental, Contracting, Financial Services, etc. in Service & Rental division, which create value for shareholders.

To demonstrate the sincerity and professionalism of the Group’s workforce, the second episode features certain winners of NWS Outstanding Employee Awards 2008 doing a cardio test. The X-rays show that their hearts are full of passion and enthusiasm. Also, Over 60 uniformed frontline staff members are featured at the end of the TVC to demonstrate their strong team spirit. Participated staff members include Operational Manager of Hong Kong Convention and Exhibition Centre, bus captains of New World First Bus and Citybus and Traffic Supervisor of Tate’s Cairn Tunnel, etc.

In the third episode, the orange volunteer uniform appears in different places, symbolizing members of NWS Volunteer Alliance who are from various districts disregarding their social status. These volunteers are dedicated to remunerate society and serve the needy throughout Hong Kong. Volunteers with top accumulative service hours were invited to participate in the video shooting to recognize their caring spirit.

The first and second episodes of the TVC have been on air through different channels while the third episode is now broadcasted on Cable TV, New World First Bus and Citybus and New World First Ferry. All three episodes can be viewed on NWS Holdings’ website (www.nws.com.hk).

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This press release is also available at the Group’s website (www.nws.com.hk).

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▪ Infrastructure 基建 ▪ Service & Rental 服務及租務

NWS Holdings Limited

NWS Holdings Limited (“NWS Holdings”, Hong Kong stock code: 659), the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 17), embraces a diversified range of businesses in Hong Kong, Mainland China and Macau. Its **Infrastructure** portfolio includes Roads, Energy, Water and Ports projects. Its **Service & Rental** division comprises Facilities Rental (the management of *Hong Kong Convention and Exhibition Centre* and *ATL Logistics Centre*), Contracting (*Hip Hing Construction* and *NWS Engineering*), Financial Services (*Taifook Securities* and *New World Insurance*) and Other Services (*New World First Bus*, *Citybus* and *New World First Ferry*).

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Photo 1: Winners of NWS Outstanding Employee Awards 2008 and frontline staff participated in the second episode the TVC.



Photo 2: The outdoor scene of the third episode of the TVC was captured with NWS volunteers in orange volunteer uniforms.

