



NWS Holdings garnered awards in China Golden Awards for Excellence in Public Relations

(5 July 2010, Hong Kong) NWS Holdings Limited (“NWS Holdings” or the “Group”; Hong Kong stock code: 659) and its member company, New World First Bus Services Limited (“NWFB”), garnered awards in the Ninth China Golden Awards for Excellence in Public Relations, recognizing the Group’s outstanding performance in public relations. NWS Hong Kong Geo Wonders Hike co-organized with the Association for Geoconservation, Hong Kong (“AGHK”) won Silver Award under the Environmental Protection category while newsletters of the Group, *New Voice* and《創建集》, also won Silver Award in the Internal Communication category. NWFB’s Rickshaw Sightseeing Bus garnered Gold Award under the Marketing Public Relations (Services) category. The awards presentation ceremony was just held in Beijing on 2 July 2010.

Committed to upholding corporate social responsibility, NWS Holdings co-organized the NWS Hong Kong Geo Wonders Hike with Agriculture, Fisheries and Conservation Department, AGHK, etc, in 2008 to become the first corporation stepping in to promote geo-conservation. A photo competition and a series of public guided tours were held. The Group further supported the campaign by broadcasting videos of Hong Kong’s natural geological scenery in buses and ferries. The Group launched NWS Hong Kong Geo Wonders Hike again in 2009 exploring more hiking tours for public to join. A Facebook fans page www.facebook.com/geo.nws.hk was also set up.

Having diverse businesses and strong workforce in Hong Kong, Mainland China and Macau, NWS Holdings regards the quarterly newsletters *New Voice* and《創建集》as effective means to communicate across the Group. Both newsletters were revamped in 2009 in which more staff-related materials were added. Staff members can share their photos or recommend books to other colleagues. The new column Words from Volunteers shares volunteers’ feelings, hoping to attract more staff and their family members to join the Group’s voluntary activities.

NWFB launched the Rickshaw Sightseeing Bus and sightseeing routes “H1 Heritage Tour” and “H2 Metropolis Tour” in 2009. Passengers can enjoy a day of unlimited rides on both routes by paying HK\$50 for a one-day pass or simply pay for a single ride. This launch has attracted media attention and has enhanced NWFB’s brand name and sales.

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(incorporated in Bermuda with limited liability)

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■ Infrastructure 基建 ■ Services 服務



The biennial China Golden Awards for Excellence in Public Relations, organized by China International Public Relations Association, is the most prestigious and respected public relations award in China. It recognizes outstanding projects by its objectives, planning, creativity and implementation. There were over 160 entries received across the nation this year, including Hong Kong, Shanghai, Ningbo, etc.

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

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 & Logistics projects. Its **Services** division comprises Facilities Management (*the management of Hong Kong Convention and Exhibition Centre and Free Duty*), Contracting & Transport (*Hip Hing Construction, NWS Engineering, and bus and ferry services*) and Financial Services (*New World Insurance*).

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Photo 1: Maria Cheung, Assistant General Manager – Corporate Communication of NWS Holdings (middle), Jennifer Wong, Officer – Corporate Communication of NWS Holdings (right) and Elaine Chan, Deputy Head of Corporate Communication of NWFB (left), received the Ninth China Golden Awards for Excellence in Public Relations in Beijing.



Photo 2: Launched in 2008, NWS Hong Kong Geo Wonders Hike has organized a series of activities to promote geo-conservation.



Photo 3: *New Voice* and 《創建集》 are effective means to enhance internal communications, where the Group's latest developments are timely released.

