

## **NWS Holdings Corporate Song Music Video wins International Award**

(3 January 2008, Hong Kong) NWS Holdings Limited (“NWS Holdings” or the “Group”; Hong Kong stock code: 0659) Corporate Song’s music video (MV) has won Gold Award in the category Corporations: Internal Communications in the 18<sup>th</sup> International Questar Awards. The judging panel highly commends the MV, considering it creative, of high quality, and effective in enhancing team spirit and showing a dynamic and innovative corporate culture.

Mr C F Kwan, General Manager – Corporate Communication of NWS Holdings, said, “We are proud to be awarded. The Corporate Song belongs to our 42,000 staff members and its success relies on the dedication of every of them. The Group will continue to treasure its staff and endeavor to strengthen their team spirit by various initiatives.”

Launched in 2006, the Corporate Song’s melody and lyrics were composed by music professionals and singing led by renowned singer Ms Eliza Chan. The 20 NWS Holdings Chorus members, who were nominated by the Group’s Corporate Office and member companies, also participated in studio recording with Ms Eliza Chan. The music video, also produced by movie professionals, features over 10 business units, including Hong Kong Convention and Exhibition Centre, the construction sites of Hip Hing Construction, the bus depots and bus terminus of New World First Bus and Citybus, New World First Ferry, New World Centre, Free Duty shops and Tate’s Cairn Tunnel. Furthermore, nearly 500 staff members from the Group’s directors to frontline colleagues participated in filming. The song’s melody, lyrics, singing and video all fully demonstrate the Group’s dynamic and innovative culture and effectively promote staff cohesion. The MV can be viewed on NWS Holdings’ website ([www.nws.com.hk](http://www.nws.com.hk)) and was shown on TV media and in-bus TV, allowing the public to know the Group’s businesses, high value placed on staff and corporate citizenship.

In the same year, the song was made available on the corporate website as mobile phone ringtone for charity download. For each successful download in the defined period, NWS Holdings donated HK\$10 to non-profit organization Hans Andersen Club, making the song especially meaningful.

Organized by MerComm, Inc. in the United States, the Questar Awards recognizes outstanding visual communication initiatives and attracts over 100 entries from all over the world every year. Its judging criteria include creativity, effectiveness and quality of production.

*Page 1 of 2*

## **新創建集團有限公司 NWS Holdings Limited**

*(incorporated in Bermuda with limited liability)*

香港中環皇后大道中 18 號新世界大廈 28 樓 28/F New World Tower, 18 Queen’s Road Central, Hong Kong  
電話 Tel: (852) 2131 0600 傳真 Fax: (852) 2131 0611 網址 Website: [www.nwsh.com.hk](http://www.nwsh.com.hk)

▪ Infrastructure 基建 ▪ Service & Rental 服務及租務

– END–

*This press release is also available at the Group's website ([www.nws.com.hk](http://www.nws.com.hk)).*

**NWS Holdings Limited**

NWS Holdings Limited (“NWS Holdings”, Hong Kong stock code: 0659), the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 0017), 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*).

*For further information, please contact:*

**NWS Holdings Limited**

Ms Maria Cheung

Senior Manager – Corporate Communication

Tel: (852) 2131 6251

Pager: (852) 7302 3499

E-mail: [mariacheung@nws.com.hk](mailto:mariacheung@nws.com.hk)

Photo 1: NWS Holdings' directors and management sang in the MV.



Photo 2: The MV also captures studio recording of Elisa Chan and staff singers.

