



## HK • Love • Trees TV Commercials Win International Award

(1 April 2008, Hong Kong) Two TV commercials (“TVCs”) produced for the HK • Love • Trees programme co-organized by NWS Holdings Charities Foundation Limited and Green Power, have won Bronze Award in the category “Television Ads - Campaign” in the Mercury Excellence Awards. The judging panel was impressed by the clear focus of the green message of the two TVCs.

Mr C F Kwan, General Manager – Corporate Communication of NWS Holdings Limited (“NWS Holdings” or the “Group”, Hong Kong stock code: 0659) said, “The HK • Love • Trees programme is the first large-scale long-term tree conservation project in Hong Kong, enabling the public to share their memories and appreciation of different species of trees in Hong Kong. The two TVCs aim at promoting trees conservation among the general public in Hong Kong. We are proud to receive the award, which is a testimony to the Group’s commitment in building a greener environment.”

With a focus on the milestones of Hong Kong from 40s to 90s and the diversified businesses of NWS Holdings that are closely related to the development of Hong Kong respectively, both TVCs remind audience that the banyan trees are growing up with Hong Kong and witness her ups and downs, thereby cultivate the sense of belongings and pride of being a member of Hong Kong and spread the message of “Love Hong Kong, Love Trees” among the public.

The Mercury Excellence Awards, organized by MerComm, Inc., is considered as the most highly respected and prestigious award by industry peers. With over 970 entries poured in from 23 countries world-wide, the awards were judged by a panel of judges made up of communication specialists all over the world, whose professionalism ensured the competition’s long-standing tradition of impartiality and integrity. Its judging criteria include creativity, effectiveness and the overall expression of the message.

In addition, NWS Holdings’ newsletters *New Voice* and 《創建集》 have won Gold Award in the category Newsletters “Internal - Employee” on the same event.

– END –

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

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.nws.com.hk](http://www.nws.com.hk)

▪ Infrastructure 基建 ▪ Service & Rental 服務及租務





## 新創建 NWS

### **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

Assistant General Manager – Corporate Communication

Tel: (852) 2131 6251

Pager: (852) 7302 3499

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

Photo 1 : Ms Maria Cheung, Assistant General Manager — Corporate Communication of NWS Holdings took picture with one of the judges while representing the Group to receive the award at the gala dinner celebration held in New York in March 2008.

