

NTT Com Asia Chooses The Hoffman Agency To Lead Public Relations Initiatives in Hong Kong

Hong Kong, April 8, 2011 – NTT Com Asia, the Hong Kong subsidiary of Japan's largest communications infrastructure and services company, NTT Communications Corporation, has named The Hoffman Agency its public relations agency of record in Hong Kong.

NTT Com Asia's Connectivity, Cloud Services and Data Center Services offer both Hong Kong companies and global enterprises world-class data center and virtualization services as well as a communications gateway to Greater China. The Hoffman Agency will work with NTT Com Asia on a range of media relations and thought leadership initiatives designed to raise awareness of NTT Com Asia's crucial role in Hong Kong's ICT sector.

"It was important for NTT Com Asia to find an innovative public relations agency with the right mix of media relations expertise, local knowledge and strong technology credentials to support our activities in Hong Kong," said Tammy Tsui, Director, Marketing, New Business and Marketing Division, NTT Com Asia. "Hong Kong is one of Asia's most important financial centers, and NTT Com Asia's data center business, connectivity and cloud services have a growing and significant role to play here. We look forward to working with The Hoffman Agency to tell the NTT Com Asia story," Tsui said.

"This is an exciting time in the communications industry, and we are pleased that NTT Com Asia, a global leader in ICT, has decided to work with us in Hong Kong," said Jenny Chan, deputy general manager, The Hoffman Agency Hong Kong. "NTT Com Asia is a key player in the Asian ICT world, delivering network, IP connectivity, data center and other services that play a critical enabling role for business in Hong Kong. The Hoffman Agency is excited to have a part in raising awareness of the value that NTT Com Asia delivers," Chan said.

About NTT Com Asia

NTT Com Asia Limited, established in 1999 in Hong Kong, is a wholly owned subsidiary of NTT Communications Corporation. As a key arm of NTT Communications' Asia operations, NTT Com Asia has devoted its best effort to becoming the premiere ICT Solution Partner and the communications gateway for global business to develop and manage their operations in Hong Kong and Greater China. In collaboration with our subsidiary in Guangzhou and affiliate HKNet, NTT Com Asia offers the best global network services, IP connectivity, data center, hosting and various ICT services in the region.

Please visit www.ntt.com.hk and www.hknet.com for more information.

About NTT Communications Corporation

NTT Communications provides a broad range of global networks, management solutions and IT services to customers worldwide. The company is renowned for reliable, high-quality security, hosting, voice, data and IP services, as well as expertise in managed networks and leadership in IPv6 transit technology. NTT Communications' extensive infrastructure includes Arcstar™ Global IP-VPN and Global e-VLAN, as well as a Tier-1 IP backbone reaching more than 150 countries in partnership with major Internet service providers, and secure data centers in Asia, North America and Europe. NTT Communications is the wholly-owned subsidiary of Nippon Telegraph and Telephone Corporation, one of the world's largest telecoms with listings on the Tokyo, London and New York stock exchanges.

Please visit www.ntt.com for more information.

About The Hoffman Agency

The Hoffman Agency (www.hoffman.com) helps companies in markets of technical complexity communicate compelling messages across the world. Thanks to a unique global infrastructure and culture, The Hoffman Agency takes a collaborative approach to implementing multi-country programs. Its operation extends across Asia Pacific, Europe and the United States.

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