

SPRG Wins Three Major Awards **縱橫公關集團勇奪三項公關榮譽**

SPRG is pleased to announce that we have recently won three major awards in Hong Kong, China and Taiwan respectively.

Finalist -- Mid-sized Network of the Year, PR Week Award 2006

SPRG was declared “Finalist – Mid-sized Network of the Year” at the PR Week Award 2006 on November 16, 2006. Organized by *Media Magazine*, a major regional publication that reports on developments in the advertising, public relations and marketing industries, SPRG was entered in one of two grand prix awards under the Gold Awards category.

Having only expanded our Asia-Pacific network with office openings in Taiwan and Singapore last year, the honor clearly reflects the industry’s recognition of SPRG’s accomplishments. Of the nearly 70 awards handed out that evening, we were the only Hong Kong rooted public relations agency that received a Gold Award.



Asia Pacific PR Awards 2006

Winner -- 2006 China Enterprise Award for Creative Businessmen

Richard Tsang, Chairman and Managing Director of SPRG, was presented with the “2006 China Enterprise Award for Creative Businessmen” by the China Marketing Association (中國市場學會) and China Enterprise News (中國企業報社) on December 9, 2006. In receiving the award at the Great Hall of the People in Beijing, Richard became the very first Hong Kong service industry practitioner to earn such an accolade.

Judges selected Richard based on his ability to develop SPRG into one of the largest public relations consultancies in Hong Kong, a company that accounts for one-third of the Territory's IPO communications – many of which involve PRC enterprises. Moreover, Richard's contribution to the industry was also a significant factor that helped him win the coveted award.



Note: For more information please see the attached news clipping.

P&G – Magic Partner

Winnie Huang, Deputy Account Manager of Taiwan Strategic, received the Magic Partner award – “Best PR Professional of the Year” by P&G for her outstanding efforts during the “P&G Six Minutes Protect a Life” corporate social responsibility campaign. Receiving the accolade on November 1, 2006, Winnie's achievement can be attributed to her passion for success, mastery of communications along with effective skills in coordination and execution as demonstrated throughout the campaign.



2006 P&G Taiwan Magic PR Partner Award

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