

**STRATEGIC PUBLIC RELATIONS GROUP
APPOINTS SHUFEN TAN AS GENERAL MANAGER OF SHANGHAI OFFICE**

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**FURTHER ACCELERATES GROWTH AND
WIDENS BREADTH OF BUSINESS**

(Hong Kong, November 18, 2007) – The region’s largest Chinese-owned public relations consultancy, **Strategic Public Relations Group**, (“SPRG” or the “Group”) extends a warm welcome to Ms Shufen Tan, who has been serving as General Manager of the Group’s Shanghai office since August, taking the reins of a 15-strong professional team. The Shanghai team will provide international and localised public relations consultancy services to MNCs and clients in Eastern China, as well as continuous support to the Group’s regional clients.

The Shanghai office has been serving numerous reputable IT and corporate clients such as Cisco, Goodhealth, Red5 Studios, Sony and ViewSonic, etc. Shufen will provide significant impetus in driving the Shanghai office to expand its servicing capabilities and client portfolios, with major emphasis on the consumer, lifestyle and hospitality segments.

Mr. Richard Tsang, Chairman and Managing Director of SPRG, said, “We are confident of our ability to build upon the success of the Group’s current network following the appointments of Shufen. Possessing solid experience in strategic counselling on matters of brand building and corporate and marketing communications, her acquaintance with industry leaders from the hospitality, technology, business services and youth marketing sectors, combined with her professional skills and business acumen will help bolster SPRG’s presence in Shanghai – helping propel it to the next level of growth. Even more significant is Shufen’s agency management experience which represents a valuable asset for driving our network expansion plan in Eastern China, broadening the Group’s capabilities and enhancing our communications support to clients.”

Shufen has more than sixteen years of communications experience in Asia, with more than ten years of PR agency experience in China, servicing many renowned clients such as eBay, Qantas Airlines, Shanghai X Games Asia, Toys “R” Us, GMI, General Motors, De Beers, Hewlett Packard and Siemens. Before joining SPRG, she has held senior management position in several leading international PR agencies based in Beijing, Hong Kong and Shanghai including Ketchum, Weber Shandwick and Upstream. She has also held senior marketing positions at various global events and conference companies. Shufen holds an Executive MBA from the University of Chicago Graduate School of Business and a Bachelor of Arts degree from the National University of Singapore.

Richard concluded, “We welcome Shufen to her new position. The appointment has further strengthened our distinguished management team, and I am convinced that her extensive experience and expertise will prove invaluable for promoting the Group’s corporate development as well as accelerate our future growth.”

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About Strategic Public Relations Group (“SPRG”)

Established in 1995, SPRG is the largest Hong Kong-rooted public relations network in the Asia Pacific region. With over 200 professionals operating from eight offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taipei and Singapore, SPRG provides clients, both local and international, with a comprehensive suite of world-class public relations services. Among these services include investor relations, corporate and marketing communications, IT, healthcare and pharmaceutical communications, sports and lifestyle service and product promotion, CSR communications, media relations, conference and event management, editorial services, and collateral production.

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