



STRATEGIC PUBLIC RELATIONS GROUP
縱橫公共關係顧問集團

STRATEGIC PUBLIC RELATIONS GROUP PROMOTES KEY EXECUTIVES

(Hong Kong, July 14, 2008) – **Strategic Public Relations Group** (“SPRG” or the “Group”), the largest Asian independent public relations network and largest Hong Kong public relations consultancy announced the promotion of key executives of its flagship operation Strategic Financial Relations Limited (“SFR”) and the Group.

Esther Chan and Iris Lee have been promoted to the position of General Manager and Vicky Lee to Director of SFR, which offers consultancy on investor relations and financial communications.

Esther Chan joined SFR in 1998 bringing with her experience as a securities analyst and financial journalist. In her new capacity, she will focus on aiding business development of the Company and representing the Company at industry events. Esther will also offer media skills training to the Group’s clients.

Iris Lee joined SFR in 1997 from the marketing field. In her new capacity, apart from providing professional advisory to clients, Iris will also be in charge of the professional development of SFR executives, which is fundamental to the operation of a professional consultancy.

Vicky Lee joined SFR in 1999 armed with experience in the online financial media industry. She will continue to lead account servicing professionals of SFR in serving IPO, investor relations and financial institution clients.

Another key executive promotion is that of Eveline Wan to Senior Director – Asia of SPRG. Eveline joined SPRG in 1997 and, in the past five years, she has been assisting the Group in expanding its regional network. She is also responsible for coordinating projects that involve expert affiliates of the Group in a network covering more than 100 major cities around the world. In her new position, apart from continuing her coordinator role, she will also be leading the Group’s regional businesses.

Richard Tsang, Chairman and Managing Director of SPRG, said, “The four executives we promoted have all been with the Group for a good length of time. I have watched them grow and am very pleased to see them take up critical senior management positions in the Group. We have a very stable professional team, which is what underscores the quality of our advice and services to our clients. SPRG will continue to expand in Asia and provide more opportunities to our staff to grow professionally.”

Starting in 1995 as a financial public relations firm in Hong Kong, SPRG operates nine offices today in seven major cities in Asia, offering a full range of public relations consultancy services to clients.

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About Strategic Public Relations Group (“SPRG”)

Established in 1995, Strategic Public Relations Group is the largest Asian independent public relations network and the largest public relations consultancy in Hong Kong. With over 240 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, we provide clients, both local and international, with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for IT, healthcare and pharmaceutical brands, sports and lifestyle service and product promotion, CSR communications, media relations, digital/social media, conference and event management, media and presentation skills training, issue and crisis management, editorial services and collateral production. With a global affiliation network, SPRG has access to over 100 major countries/ cities around the world.

SPRG has a market share of about 30% of the IPO communications market in Hong Kong, and has completed more than 170 IPO communications projects from Hong Kong, Mainland China and overseas since 2000. SPRG also tops the investor relations market with a retainer clientele comprising over 150 listed companies in Hong Kong.

Enquiries

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