

**SPRG RECEIVES HIGHEST ACCOLADES
EARNS "LOCAL HERO – PUBLIC RELATIONS AGENCY OF THE YEAR"
AND “BEST PR CAMPAIGN – MEDIA RELATIONS” HONOURS
FROM MARKETING MAGAZINE**

(Hong Kong, 16 June 2011) – The largest Asian independent public relations network, **Strategic Public Relations Group** ("SPRG" or the "Group"), is pleased to receive two grand awards at the Agency of the Year 2011 gala presented by Marketing magazine last night, highlighting its excellence and professionalism in providing PR services to clients.



**Local Hero –
PR Agency of the Year**

Adding yet another award in its trophy case, SPRG was named "**Local Hero – Public Relations Agency of the Year**". The distinctive cube trophy attests to the Group's firm position in the PR industry, being the largest public relations consultancy in Hong Kong. SPRG has managed many *first* IPO communications campaigns in recent years, including the listings of companies from Russia, Mongolia, Brazil and Canada. Growing from its financial roots, the Group has expanded its clientele by tapping into consumer PR, event marketing, and brand marketing and communications, resulting in a solid yet diverse portfolio.



**Best PR Campaign –
Media Relations**

The communications programme SPRG developed for United Company RUSAL Plc. (HKEx: 486) was also named "**Best PR Campaign – Media Relations**" under the MARKies awards, a new award launched by Marketing magazine this year. SPRG executed the PR communications programme for the very first Russian enterprise to list in Hong Kong, and in the process brought the best of Russia to Greater China. With the communications programme reaching out to a wide audience, the Russian listing has become a case study used by The Stock Exchange of Hong Kong Limited to promote Hong Kong as a leading global fundraising platform.

SPRG has already been bestowed with numerous distinctions over the past few years. **Chairman and Managing Director of SPRG, Richard Tsang**, remarked, "The last eight months have been phenomenal for the Group. We are very proud to be named 'Local Hero – PR Agency of the Year 2011' by Marketing magazine, repeating our success in 2010. We have also been named 'Financial Consultancy of the Year' in 2011 by The Holmes Report and was crowned 'Asia Pacific Network of the Year' by Campaign Asia-Pacific PR Awards 2010. All of these accolades underscore SPRG's success in Hong Kong and Asia. The awards are also an acknowledgement of our professionalism in delivering diverse services to our clients. We will continue to expand beyond our home base across the Asia Pacific region, maintain growth momentum and build on our achievements as we uphold our commitment to being the preferred PR partner of our clients."

About Marketing magazine's Agency of the Year Awards

Marketing magazine's Agency of the Year awards is regarded as the only awards in Asia that is wholly judged by client marketers. It honours agencies with outstanding performance in the industry, judging by their business performance, project performance, staff stability, and leadership and vision. MARKies awards, inaugurated in 2011, is an award to recognise the work across the entire industry. Positioned by the organiser, agencies taking away the signature cube trophies from the Agency of the Year gala awards can rightly call themselves "client preferred" agencies.

About Strategic Public Relations Group

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 270 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, it provides 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 automobile, IT, travel and hospitality, healthcare and pharmaceutical brands, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation and event marketing, media skills and presentation training, issues and crisis management, media relations, editorial support and translation and production. With a global affiliation network, SPRG has access to over 100 cities around the world.

In 2009-2011, SPRG is named:

	<p>Marketing magazine's Agency of the Year</p> <ul style="list-style-type: none"> - “Local Hero of the Public Relations Agency of the Year” (2010 & 2011) - “Best PR Campaign – Media Relations” (2011) (Client: United Company RUSAL Plc.) - “Local Hero of the Media Relations Agency of the Year” (2010)
	<p>The Holmes Report Asia-Pacific Specialist Agencies of the Year 2011</p> <ul style="list-style-type: none"> - “Financial Consultancy of the Year” <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> - “Hong Kong Consultancy of the Year”
	<p>Campaign Asia-Pacific PR Awards 2010</p> <ul style="list-style-type: none"> - “Asia Pacific Network of The Year” - “Financial Campaign of The Year” (Client: United Company RUSAL Plc.)
	<p>P&G Taiwan</p> <ul style="list-style-type: none"> - “Best Integrated Marketing Case in PR Campaign” 2010
	<p>PRC Management Science Research Institute</p> <ul style="list-style-type: none"> - “The Most Influential Public Relations Consultancy in the PRC 2009”
	<p>mergermarket League Tables of PR Advisers</p> <ul style="list-style-type: none"> - No.1 PR Adviser to Asia-Pacific Mid-Market M&A: Value (2009)/Volume (2008)

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