

**SPRG WINS TWO STEVIE® AWARDS
 AT THE 9th ANNUAL INTERNATIONAL BUSINESS AWARDSSM**

(Hong Kong, 23 August 2012) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is honoured to announce that it has earned two Stevie® awards at the 9th Annual International Business Awards. SPRG assisted clients in garnering awards despite keen competition from more than 3,200 entries this year from more than 50 nations and territories.

	<p>The communications campaign, “Bridging Russia and Hong Kong – From Russia with Love” that SPRG developed for United Company RUSAL Plc. (“UC RUSAL”) (HKEx: 486) was honoured with the “Silver Stevie Award” under the “Communications or PR Campaign of the Year – Community Relations” category. Representing a combination of traditional and new media, the programme featured many first-of-its-kind events, such as the publishing of a Russian guidebook and a 5-part TV documentary, entitled “Hong Kong • Moscow: Everyday Heroes”. Other creative tools included a 9-episode radio programme and “Making Friends with Russia” Facebook contest. By promulgating information through various channels, UC RUSAL enjoyed widespread recognition from the Hong Kong public and the local media. More importantly, UC RUSAL successfully achieved its objective of leading the aluminium industry and putting Russia and itself in the spotlight.</p>
	<p>SPRG also earned a Bronze Stevie Award in the “Communications or PR Campaign/Programme of the Year – Investor Relations” category for the IPO communications campaign “Light up Japan” that it devised for SBI Holdings, Inc. (“SBI”) (HKEx: 6488), which coincided with Japan’s tsunami in early 2011. The strategy SPRG proposed was to convert negative associations of Japan’s disasters into positive messages, not by hiding from issues, but by confronting and leveraging the concerns and demonstrating hope, strength, support and teamwork in the face of crisis. The effort eventually reaped fruitful results, with the SBI’s shares satisfactorily over-subscribed and generating positive awareness from the investment community.</p>

In accepting the awards, **Chairman and Managing Director of SPRG, Richard Tsang**, was pleased to say, “It is a great honour to be presented with the Stevie Awards. SPRG has the expertise in handling communications campaigns that represent first-of-its-kind IPOs; UC RUSAL being the first Russian enterprise and SBI the first Japan-incorporated company to list in Hong Kong. The winning campaign devised for the former was to cope with the client’s continuing need to reach out to various stakeholders in the market. The awards again highlight SPRG’s professionalism and strength in assisting different clients from a wide range of sectors to achieve their communications objectives, be it financial or corporate communications. The Group has completed 12 new listings (i.e. 25% of the market share) to date this year despite poor market sentiments, and this also attests to SPRG’s leading position in the Hong Kong IPO market. We will work even harder with our clients in the future to reach new heights.”

About Strategic Public Relations Group

Established in 1995, Strategic Public Relations Group is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group and an investor relations and financial communications specialist. It is also No. 1 in the Hong Kong IPO/IR communications market, having completed over 240 new listings since inception; capturing 25% of the local IPO market since 2000; and presently advising over 150 listed companies. With 290 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, SPRG provides over 250 of its retainer clients with a comprehensive suite of world-class public relations services – all part of being a corporate and marketing communications leader.

Through its own and global affiliation network, SPRG can help its clients access over 100 cities around the world.

SPRG has earned the following accolades since 2009:

	Marketing magazine's Agency of the Year - Local Hero of the Public Relations Agency of the Year (2010, 2011 & 2012) - Best PR Campaign – Media Relations (2011) (Client: United Company RUSAL Plc.) - Local Hero of the Media Relations Agency of the Year (2010)
	Campaign Asia Pacific PR Awards 2011 - Financial Communications Campaign of The Year • Winner (Client: Tang Palace (China) Holdings Limited) • Certificate of Excellence (Client: Active Group Holdings Limited) - Corporate Branding Campaign of The Year • Certificate of Excellence (Client: 3D-GOLD Jewellery (HK) Limited) Campaign Asia Pacific PR Awards 2010 - Asia Pacific Network of The Year - Financial Communications Campaign of The Year • Winner (Client: United Company RUSAL Plc.)
TheHolmesReport	Asia Pacific SABRE Awards 2011 - Asia Pacific Financial Consultancy of the Year - Winner – Financial Communications (Client: SBI Holdings, Inc.) - Winner – Corporate Image (Client: 3D-GOLD Jewellery (HK) Limited) Top 250 Global Rankings – The only HK-based network - Ranked 59 in 2012 - Ranked 64 in 2011 - Ranked 71 in 2010 Asia Pacific Market Profile Global Rankings – The only HK-based network - Ranked among the Top 5 in 2011 - Ranked among the Top 10 in 2010 The Holmes Report Asia Consultancy Report Card 2009 - Hong Kong Consultancy of the Year
	P&G Taiwan - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

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