

**SPRG EARNS MULTIPLE ACCOLADES AT WORLDWIDE  
INDUSTRY AWARDS**

**RICHARD TSANG RECEIVES  
SABRE OUTSTANDING INDIVIDUAL ACHIEVEMENT TITLE**

(Hong Kong, 27 September 2012) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that its **Chairman, Richard Tsang**, was bestowed with the **Outstanding Individual Achievement** title during the **2012 Asia-Pacific SABRE Awards**, which was held last night. Mr Tsang thereby became the **first Chinese winner** in the history of the Awards. During the same occasion, SPRG also received a **Silver SABRE Award**, which was firstly launched in the Asia Pacific region. On a separate note, SPRG garnered two awards at **Platinum PR Awards 2012** in New York, organised by *PR News*, and will be presented with two **Stevie® Awards** at the **9th Annual International Business Awards<sup>SM</sup>** in Seoul.



**2012 Asia-Pacific SABRE Awards – presented in Hong Kong**

The SABRE Awards, organised by *The Holmes Report*, represent the world's largest competition for the public relations industry. The Awards also celebrate PR campaigns that demonstrate the highest levels of creativity, integrity and effectiveness.

Mr Tsang was presented with the **SABRE Awards for Outstanding Individual Achievement**, recognising his accomplishments and contributions to the PR industry over the past two decades. This marks the very first time in the history of the SABRE Awards that such an honour has been conferred on a Chinese individual.

In over 20 years that Mr Tsang has worked in the investor relations/PR industry, the veteran has realised many accomplishments, including the establishment of SPRG in Hong Kong when he was 29 – now one of the largest PR networks in Asia and the

largest public relations consultancy in Hong Kong. Mr Tsang has gone on to receive 12 individual awards for his professionalism and personal achievements in the region. He has also played instrumental roles as a board and committee member of many industrial and public organisations. What is more, he has sought to nurture future generations of PR practitioners, having lectured part-time at the Chinese University of Hong Kong for the past 18 years.

### **Silver SABRE Awards**

*The Holmes Report* launched the Silver SABRE Awards in the Asia-Pacific region in 2012, having been a fixture of the EMEA and North American SABRE Awards for several years already. In expanding the scope of the awards, *The Holmes Report* recognised that the quality and wealth of content from the regional public relations industry could no longer be ignored.

The communications programme SPRG created for Hasbro Singapore, specifically, TRANSFORMERS Cybertron Convention 2012 (“TFCC”), was crowned **Winner of Experiential: Special Event** category of the **Silver SABRE Awards for Excellence in Content Creation in 2012**. SPRG commenced a 1.5-month campaign that not only revived public interest in the TFCC brand but also generated excitement and anticipation among the toy and collector communities. This was the result of outstanding media coverage coupled with strategic alliances with local influencers. TFCC subsequently achieved a high attendance rate, surpassing the 2010 convention attendance record by 35%.

### **Platinum PR Awards 2012 – presented in New York**

The *PR News* Platinum PR Awards honour the year’s most outstanding communications initiatives and programmes worldwide. It sets the benchmark for excellence across all areas of public relations. Each entry is evaluated based on creativity, innovation, sound planning implementation and results.

The communications campaign SPRG devised for SouthGobi Resources Ltd (“SouthGobi”; TSX: SGQ; HKEx: 1878) received the **Honourable Mentions** title, which is part of the **Podcast and/or Videocast** category. SPRG arranged for a global live webcast presentation, including a live dial-in Q&A session for investors and analysts in order to help highlight the company’s high transparency and commitment to corporate governance. The event turned out to be a resounding success with over 140 investors, analysts, journalists and shareholders participating from around the world. A total of 12 research reports were also generated after the results announcement webcast presentation.

The “Hong Kong Primary Dual Listing” communications programme that SPRG developed for Melco Crown Entertainment Limited (“MCE”; NASDAQ: MPEL; HKEx: 6883) also received recognition at the Platinum PR Awards, earning the **Honourable Mentions** title in the **Financial/Investor Relations** category. SPRG formulated a far-reaching media strategy that led to significant word of mouth promotion of the proposed listing among the public and investors. Consequently, MCE received positive appraisals of its stock from research analysts, resulting in the strong and steady rise in stock price as well as widespread media exposure.

**The 9th Annual International Business Awards<sup>SM</sup> – to be presented in Seoul**

The International Business Awards represent the world’s premier business awards programme. Via its Stevie<sup>®</sup> Awards, organisations around the world, irrespective of type or size, and the people behind them are recognised for outstanding achievements in their respective industries.

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 consequently honoured with the **Silver Stevie Award** under the Communications or PR Campaign of the Year – Community Relations category. By promulgating information through various channels, and by combining traditional with new media, UC RUSAL enjoyed widespread recognition from the Hong Kong public and local media. More importantly, UC RUSAL successfully achieved its objective of leading the aluminium industry and putting Russia and itself in the spotlight.

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). As part of its strategy, SPRG proposed turning negative associations of Japan’s earthquake disaster into positive messages, and instead of hiding from sensitive issues, confronting and leveraging the concerns to demonstrate hope, strength and perseverance in the face of adversity. The effort reaped fruitful results, which included the satisfactory over-subscription of SBI shares and greater and positive awareness of the company from the investment community.

With concerted effort from every member of the Group combined with the trust of its clients, SPRG has earned nearly 50 industry awards and accolades over the past five years.





**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:

	<p>Asia Pacific SABRE Awards 2012</p> <ul style="list-style-type: none"> <li>- <b>Silver SABRE Awards – Winner of Experiential: Special Event (Client: Hasbro Singapore)</b></li> </ul> <p>Asia Pacific SABRE Awards 2011</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Financial Consultancy of the Year</b></li> <li>- <b>Winner – Financial Communications (Client: SBI Holdings, Inc.)</b></li> <li>- <b>Winner – Corporate Image (Client: 3D-GOLD Jewellery (HK) Limited)</b></li> </ul> <p>Top 250 Global Rankings – The only HK-based network</p> <ul style="list-style-type: none"> <li>- <b>Ranked 59 in 2012</b></li> <li>- <b>Ranked 64 in 2011</b></li> <li>- <b>Ranked 71 in 2010</b></li> </ul> <p>Asia Pacific Market Profile Global Rankings – The only HK-based network</p> <ul style="list-style-type: none"> <li>- <b>Ranked among the Top 5 in 2011</b></li> <li>- <b>Ranked among the Top 10 in 2010</b></li> </ul> <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> <li>- <b>Hong Kong Consultancy of the Year</b></li> </ul>
	<p>Marketing magazine's Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Local Hero of the Public Relations Agency of the Year (2010, 2011 &amp; 2012)</b></li> <li>- <b>Best PR Campaign – Media Relations (2011) (Client: United Company RUSAL Plc.)</b></li> <li>- <b>Local Hero of the Media Relations Agency of the Year (2010)</b></li> </ul>
	<p>Campaign Asia Pacific PR Awards 2011</p> <ul style="list-style-type: none"> <li>- <b>Financial Communications Campaign of The Year</b> <ul style="list-style-type: none"> <li>• <b>Winner (Client: Tang Palace (China) Holdings Limited)</b></li> <li>• <b>Certificate of Excellence (Client: Active Group Holdings Limited)</b></li> </ul> </li> <li>- <b>Corporate Branding Campaign of The Year</b> <ul style="list-style-type: none"> <li>• <b>Certificate of Excellence (Client: 3D-GOLD Jewellery (HK) Limited)</b></li> </ul> </li> </ul> <p>Campaign Asia Pacific PR Awards 2010</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of The Year</b></li> <li>- <b>Financial Communications Campaign of The Year</b> <ul style="list-style-type: none"> <li>• <b>Winner (Client: United Company RUSAL Plc.)</b></li> </ul> </li> </ul>
	<p>P&amp;G Taiwan</p> <ul style="list-style-type: none"> <li>- <b>Best Integrated Marketing Case in PR Campaign (2010 &amp; 2011)</b></li> </ul>

Enquiries

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