

## SPRG Continues Momentum of Success

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Upholds Standard of Excellence  
Leads IPO Communications and IR Markets for Seven Straight Years

(Hong Kong – 3 January 2007) Strategic Public Relations Group (“SPRG” or “the Group”) is pleased to announce that it has upheld its position at the forefront of Hong Kong’s IPO communications market.

As the market leader for the seventh consecutive year, the Group was entrusted with 18 IPO programmes in 2006, thus accounting for 30 per cent of market share. Most notable among these listings was Tianjin Port, having been subscribed by a phenomenal 1703 times, the highest ever recorded in Hong Kong. No less impressive were the performances of China Comservice and CMA Logistics with the former enjoying a share price rise of 85.45 per cent – the biggest first day jump of all IPOs in 2006. Likewise, CMA Logistics led all GEM IPOs for the year, its share rising by 83.33 per cent on the first day of trade, hence only second to China Comservice.

The Group also takes pride in having helped clients achieved more than 100 accolades in such areas as investor relations, management, corporate governance and collateral production. In fact, the awarding of “Best Small-cap Equity Deal” by *Finance Asia* to Computime represents the second consecutive year that SPRG has helped a client earn this distinguished honour.

In addition to managing IPO communications, the Group won key projects from both the public and private sectors. A significant agreement was reached with the Hong Kong Deposit Protection Board in which SPRG will manage the publicity campaign for the Deposit Protection Scheme, a coveted 3-year package. At the same time, the Group’s communication arm signed a contract with IKEA to manage their public relations activities. Outside of Hong Kong, the Group has been equally effective in attracting such prominent clients as Procter and Gamble (Taiwan), iPod (PRC), Zurich International Life (Singapore, Hong Kong) and SONY (Taiwan, PRC), thus reconfirming SPRG’s status as an important IR and PR force in Asia.

The past year was also a success in terms of industry recognition. SPRG was named “Finalist – Mid-sized Network of the Year” at the PR Week Award 2006, while Richard Tsang, Managing Director of SPRG, was presented the “2006 China Enterprise Award for Creative Businessmen” by the China Marketing Association and China Enterprise News at the Great Hall of the People in Beijing. Furthermore, Winnie Huang, Deputy Account Manager of Taiwan Strategic, earned the Magic Partner award from Procter and Gamble based on her exceptional performance while managing their corporate social responsibility campaign.

Richard Tsang, Chairman of the Group, said, “Another significant year for SPRG, 2006 has seen the Group assumed a stronger yet position in the IPO communications market. Though a veteran with over a decade’s successful experience in the industry, we have not become complacent. Since day one, we have been committed to excellence in all our expertise areas, be it IPO communications, investor relations or public relations services. With a dynamic and professional staff of approximately 150 in 2005 expanded to about 190 in 2006, and spread among our operations in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan and Singapore, we are fully confident of our ability to continue delivering the best services to our clients in the year ahead.”

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### **About Strategic Public Relations Group**

Established in 1995, Strategic Public Relations Group (SPRG) is the largest Hong Kong rooted public relations network in Asia Pacific. With over 190 professionals in 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 including investor relations, corporate and marketing communications, IT service and product promotion, media relations, event management, editorial services and collateral production.

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