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Pulse Enhances focus on Regional Client Relationships

Lilibeth Sangalang Joins Pulse Group PLC as Client Development Manager

Kuala Lumpur, May 25, 2011 – Pulse Group PLC, Asia’s leading Digital Research Agency, today announced the appointment of Lilibeth Sangalang as its new Client Development Manager. Lilibeth, fondly known as Betchay, will continue to enhance Pulse’s primary focus on relationships with its multitude of important clients worldwide, while building new connections.

“Betchay’s appointment is testament to our continuous efforts to strengthen our vital relationships with our clients as well as forge new interaction with future clients, which is crucial in our expanding role in the industry as a leader,” says Pulse Group CEO Bob Chua.

Lilibeth has more than 10 years of solid work experience in strategic market research. She joins Pulse from PSRC Philippines, where she honed skills and knowledge in consumer insights, customized research and client business development. Prior to PSRC, she was with TNS Philippines.

Lilibeth has handled various clients in the FMCG, telecom, healthcare, and fast-food industries, among others.

She graduated with a B.A. in Sociology with masteral units in Special Education from the University of the Philippines, Diliman, where her exposure to consumer research started.

About Pulse Group PLC

Pulse Group PLC is Asia’s leading *Digital Research Agency*. Its full-service capabilities encompass brand related insights, measurement, sentiment analysis and Consumer 2.0 across Asia-Pacific. It also manages one of the most established Asian Online panels www.planet-pulse.com - an online community of survey respondents throughout Asia-Pacific and Middle East.

Please visit www.pulse-group.com for more information.

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