



FOR IMMEDIATE RELEASE

Pulse Powers Asia-Pacific Business Confidence Index

Sydney, Australia – 10 November 2005 – The Star, Malaysia’s largest daily, has appointed Pulse Group to power its monthly business survey.

In the initial stage, this survey aims to tap the knowledge of high-level Malaysian decision makers locally, as well as those employed abroad. This will enable a broader and more international perspective to be garnered on hot business topics throughout Asia. Pulse is providing the survey engine necessary to undertake this massive task via their online panel, Planet Pulse, which comprises of members located throughout the Asia Pacific region.

Gradually, the survey will evolve into a significant Business Confidence Index for Asia. This necessitates a massive and geographically diverse survey panel, which is readily provided by Pulse. Pulse is also collaborating with several market research agencies to fuel similar surveys across the region. When collated, the surveys will provide a picture of the business confidence level in Asia Pacific.

About Pulse Group

Pulse Group is a Research Process Outsourcing (RPO) company, established to serve the MR industry exclusively. Its services include Data Collection, Online Communities, MR Software localization, and Technical Support & Training for market research software applications. These four core areas of businesses empowers global market research organisations to stay focused in delivering value to their clients, while Pulse dedicates itself to providing technical and outsourced support. The Pulse Group can be reached at www.pulse-group.com.

Planet Pulse can be accessed via www.planet-pulse.com.

About The Star

The Star is Malaysia’s most widely-read English-language daily with a readership of 1.5 million. The Star is also published online at <http://thestar.com.my>.

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