



Feeling the Pulse of AdAsia09

Tuesday, August 4th, Kuala Lumpur – Pulse Group PLC have been appointed as the official 'Research Partner' for AdAsia09 - Kuala Lumpur; which will be held in Kuala Lumpur from October 22 to 24, 2009. Pulse will be powering a regional survey called '*The Pulse of AdAsia09*' to add more real-time and relevant insight on the conference, covering issues from the economic impact of our industry to the advertising climate of tomorrow. The study will be revealed throughout the conference via keynote papers and other real-time Media 2.0 mediums such as Twitter and Facebook.

About Pulse Group PLC

Pulse Group plc is a holding company whose wholly owned subsidiary, Pulse BPO Sdn. Bhd), is a leading provider of research process outsourced ("RPO") services within the Asia-Pacific region predominantly to market research and media for companies based anywhere around the world, wishing to conduct research within the region. It also provides its services to RPO companies based in other parts of the world who have a need to conduct research within the Asia-Pacific region.

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

About AdAsia

AdAsia is a biennial event that takes place in various countries in Asia under the auspices of Asian Federation of Advertising Associations (AFAA). It is the largest advertising, marketing, communications and media congress held in this region since 1958. Its serves as a platform to communicate with the advertising intellectuals in Asia. The congress attracts more than 1,000 advertising professionals in Asia and throughout the world.

Its aim has been, and remains to expand and raise strategic thinking and creative bar, to improve the role that brands play in improving lives and broadening horizons, to redefine markets and to reach more consumers. It's about brands, it's about ideas, it's about creativity, but more than anything else, it's about people.

Please visit www.adasia09.com for more information.

ENQUIRIES:

PULSE GROUP PLC
SHEIKH ZAIN AL-HUSSEIN, HEAD OF MARKETING
TELEPHONE: +6 (03) 2167 6666
EMAIL: sheikh.zain@pulse-group.com