



FOR IMMEDIATE RELEASE

Pulse Foundation aids Japan Quake and Tsunami Relief Efforts

Kuala Lumpur, March 16, 2011 – Pulse Foundation (www.pulse-foundation.org), the philanthropic non-profit division of Pulse Group and Planet Pulse, is enabling Planet Pulse members, its clients, partners, and staff, to donate in aiding Japan's recent earthquake and tsunami relief efforts.

Planet Pulse members can now donate with their 'Pulses', the electronic currency rewarded for every completed survey, and others via various payment methods such as credit cards or PayPal.

"Thousands have died in the disaster, with many more missing and injured. The earthquake and tsunami has caused severe damage to the country, leaving more than five million homes without electricity and a million without water," says Pulse Group CEO Bob Chua.

Donations via Pulse Foundation will be channeled via the American Red Cross, which will support disaster relief efforts to help those affected by the earthquake in Japan and tsunami throughout the Pacific.

"As a socially responsible corporate citizen, and as part of our continued efforts in contributing to communities in need, we urge our Planet Pulse members and the public to donate as much as they can towards providing the necessary aid for this humanitarian disaster," he added.

Donations are facilitated by Pulse Foundation's technology partner, ammodo, a privately funded company which connects members from 130 countries and over 4,000 nonprofit organisations worldwide.

Contributions can be made directly at www.pulse-foundation.org

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.

About Planet Pulse

Planet Pulse is Asia's premier online panel with panellist spanning across 20 countries throughout Asia Pacific and Middle East. Its panellist are extensively profiled as both a B2C as well as B2B panel. All panels are recruited in native languages and double-opt in through its recruitment portal www.planet-pulse.com

About ammodo

ammodo connects companies, nonprofits and engaged individuals globally in a unique social media platform; and supplies the tools necessary to support online Corporate Social Responsibility campaigning, fundraising, engagement and communication. ammodo's unique combination creates a powerful network of change, leading to measurable and sustainable benefits. www.ammodo.com

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