



Pulse Group Clinches “Industry Excellence Award 2008”

Thursday, March 12th, Kuala Lumpur – Last night, Pulse Group PLC were presented with the ‘Industry Excellence Award 2008’ here in Kuala Lumpur. The award culminated a lengthy due-diligence judging process, and was based on key performance indicators across its overall operations.

Bob Chua, CEO of Pulse commented *“It was indeed a great honour to receive such a prestigious award from our Prime Minister, especially in such gloomy economic conditions. Such recognition reinforces our fighting spirit, entrepreneurial energy, and our quest to be a leading brand”*.

The Industry Excellence Award is the highest recognition by the Government of Malaysia to companies of exceptional achievements in organisational excellence, branding, and quality improvements.

About Pulse Group PLC

Pulse Group plc is a holding company whose wholly owned subsidiary, Pulse BPO Sdn. Bhd. (together, the "Pulse Group"), is a leading provider of research process outsourced ("RPO") services within the Asia-Pacific region predominantly to market research and media 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.

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