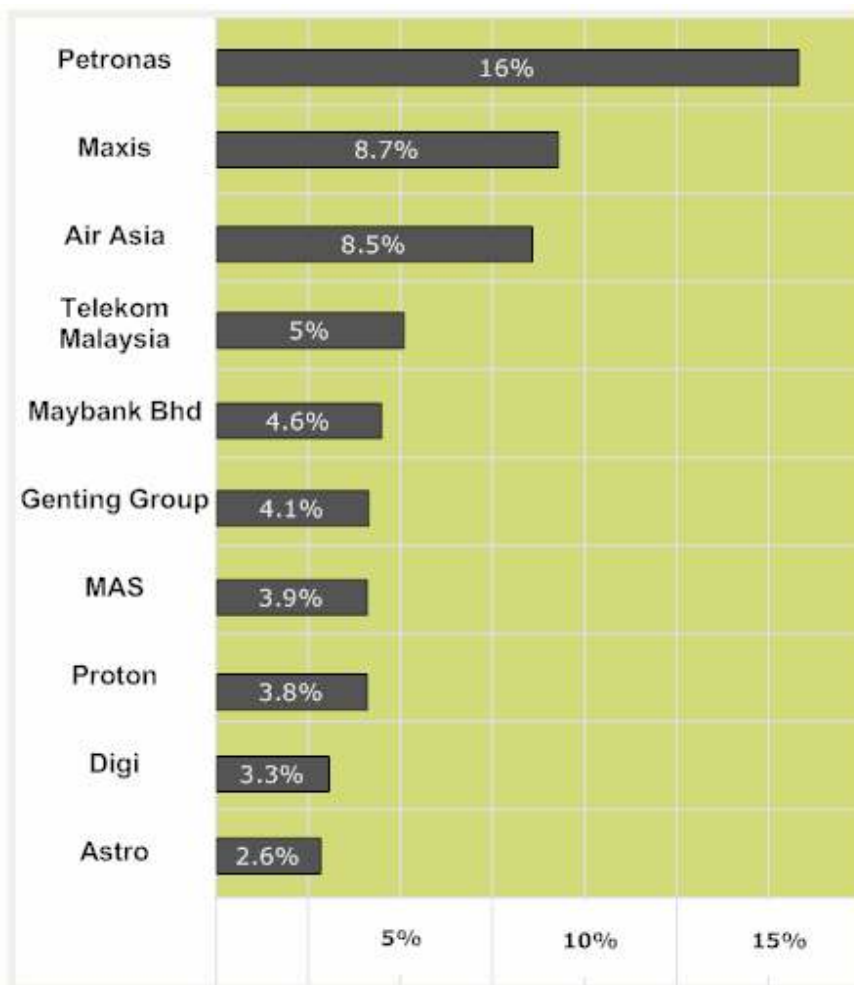
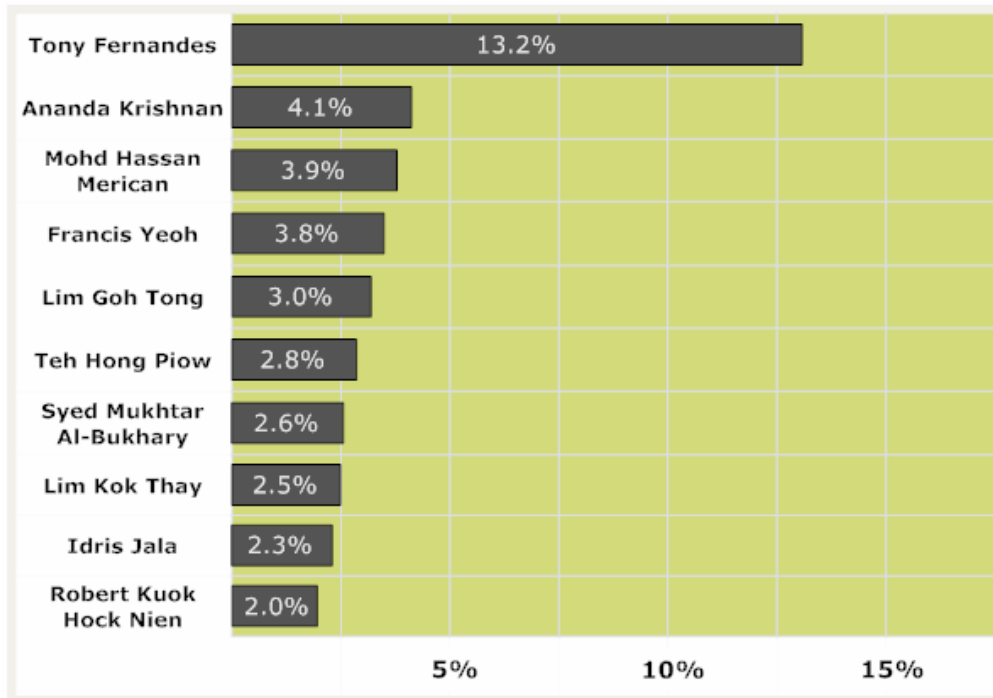


Pulse of the Nation Study (Corporate Brands)

Kuala Lumpur, Oct 8th 2008 – A recent study by pollsters Pulse Group PLC on corporate brands revealed that ‘Petronas’ was the highest profile brand amongst consumers, while ‘Datuk Tony Fernandes’ (CEO of Air Asia) was the people’s brand choice for CEO. The study was aimed at profiling corporate brands, as well as CEO’s as a brand amongst Malaysian consumers throughout major market centres across Malaysia.

Further results of the study below;





About the Study

The 'PULSE OF THE NATION' survey was conducted amongst n=1,000 Malaysians throughout major market centres, using the Internet as the main data-collection methodology.

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.

ENQUIRIES:

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