



Pulse Group Expands VOIP (Voice Over Internet Protocol) Capacity in Malaysia and Announces ISO Intentions

Thursday, April 16th, Kuala Lumpur – Pulse today announced that it has opened its second facility in Malaysia, this time in the Multimedia Super Corridor zone known as Cyberjaya.

The new office will expand the Company's CATI (Computer Aided Telephone Interviewing) capacity by 45 more seats bringing its total capacity to 65 seats. The new facility will also act as a disaster recovery centre and will minimise the risk of down-time during the Company's project schedule.

Pulse's CEO, Bob Chua commented *"While others in the US and Europe are closing CATI facilities, Pulse continues to expand its capacity in response to a steady and continuing growth in the demand for both multi-lingual CATI engagements and Online Research across the region. Pulse's strength and expertise makes it a natural partner for research and media agencies who might be seeking to streamline their own operations in the region"*.

Pulse has also announced that it will be embarking on the ISO certification of its operational centres, with the intention of further enhancing its operational standards and delivery mechanisms.

Pulse's CEO, Bob Chua commented *"Our quest towards delivering the highest quality data and service levels has never been more important, as we build our capacity to handle larger and more complex engagements."*

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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