



Pulse Group Opens London Office

London, February 13th, 2008 -- Pulse Group announces the launch of its London office this month, with the aim of further boosting client development throughout the European market research region. At the helm will be Jonathan Sheldrake, who joins Pulse Group as Associate Director for Europe.

Jonathan is a seasoned market research professional with extensive experience in the healthcare, IT and automotive sectors, working for specialist consultancies such as IDC and BIBA Medical. He also speaks five European languages and was based in Germany for part of his career. Bob Chua, Pulse Group CEO, comments of the launch, "*We are extremely excited to start the year with the launch of our London office, and I have strong confidence in Jonathan's leadership in continuing to expand our business throughout the European region*".

The London office will act as a client development hub for Europe, while continuing to provide data collection services throughout Asia-Pacific, Pulse Group's main area of expertise.

About Pulse Group

The Pulse Group is a first class Research Process Outsourcing (RPO) company, built exclusively to serve the market intelligence industry globally. Its products and services include Planet Pulse - an online community of survey respondents throughout Asia Pacific and Middle East, Online Data Collection, Survey Programming, Data Processing and Analysis, Professional MR Translations, and Qualitative research.

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

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