



FOR IMMEDIATE RELEASE

Pulse Strengthens Client Development teams

Naveen Bab Joins Pulse Group PLC as Client Development Manager

Kuala Lumpur, February 25, 2011 – Pulse Group PLC, Asia’s leading Digital Research Agency, today announced the appointment of Naveen Bab as its Client Development Manager. In his new role, Naveen will further strengthen the group’s strong relationships with its base of multinational clients.

“Naveen’s appointment reflects our continued focus to establish, cultivate, and maintain long term business relationships with our valued clients, which is crucial in sustaining our leading role in the industry,” says CEO Bob Chua.

Naveen joins Pulse with over seven years of far-reaching experience in strategy management, business consultancy, market research (*online and offline*) and business development. His experience in market research includes work in top research firms under the WPP Group, Toluna, and several startups. As a startup specialist, he worked with top FTSE firms which include GFK healthcare, Coleman, Nexus, and Frost & Sullivan.

In recent years, Naveen has garnered various awards in the market research industry, making him a perfect candidate in the hunt for global emerging markets. His specialty ranges across various industries such as automobile, FMCG, engineering, healthcare and IT across Europe, North America, South America, and the APAC region.

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.

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