



Pulse Bulks Up

Pulse Group Announces Eight New Senior Appointments

Kuala Lumpur, July 27, 2007 -- Pulse Group, Asia's leading 'Research Process Outsourcing' and 'Online Panel' firm, today announced 8 new senior appointments to solidify its client development and operations teams. The surge is in response to significant Y-O-Y growth, and strong projected growth into the second half of 2007.

The new appointments comprise of industry veterans Alvin Chia, joining as Director of Client Development, previously Director of Nielsen, Associate Directors Andrew Yeoh previously from TNS, and Chan Choy Ping previously with Synovate. Pulse' continued dominance in the RPO sphere luring industry veterans, reinforces plans to aggressively grow the Pulse foothold within the Market Intelligence industry.

The recent appointments have also spanned International shores, with the recent announcement of a New York office. The office will be located in New York City and headed by industry veteran John Saez (previously with SSI and ToLuna), enabling a truly self-sufficient US based client development hub. The US office will act primarily as a client development hub, closing the physical and time-zone differences to its Asian operations.

Commenting on the latest developments, CEO Bob Chua said "*We're at an extremely exciting stage of organic hyper-growth and our continued commitment towards hiring the best talent in the industry amplifies our ambition to be the leading player in the RPO space*".

Other appointments include;

Melanie Mak – Client Development Executive

Nitin Gulati – CATI Manager

Farhath Unnisa – Project Manager

Jessica Seth – Panel Manager

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 and Professional MR Translations. Please visit www.pulse-group.com for more information.

About Planet Pulse

Planet Pulse is Asia's premier online panel with panelists spanning across 20 countries throughout Asia Pacific and Middle East. Its panelist are extensively profiled as both a B2C as well as B2B panel. All panels are recruited in native languages and double-opt in through its recruitment portal www.planet-pulse.com.

Press Contact:

Mr. Sheikh Zain Alhussein – Head of Marketing Pulse Group

sheikh.zain@pulse-group.com

Tel : +603 2167 6666

Cell : +6017 235 7704

Fax : +603 2167 6667