



## **Pulse Group Adopts Social Networking**

Pulse Group introduces social networking functions to its online panel website

**Sydney, December 13, 2006** -- Riding on the wave of Social Networking and Web 2.0, Pulse Group has recently unveiled their 'interactive forum' feature for their Online Community members of Planet Pulse. The feature, its first in a series of other functions to come, allows for members of its 20 country online communities to interact with each other, share experiences, ideas and insights.

The online forum tool is a first of several modules linking its members across 20 markets in achieving deeper engagement to its Planet Pulse research services. The platform will be deployed in phases to ensure localization of its services across the diverse cultures composing 'Planet Pulse'.

Kym Wong, COO of Pulse Group said *"The launch of our social networking features to our Planet Pulse members is timely in this fast evolving world of peer-to-peer, user-generated content, and social networking.. We need to ensure that our members continue to enjoy, engage, and interact with our services, and hence providing them with as many relevant and useful tools is of utmost importance"*.

Bob Chua, CEO commented *"The continued evolvement of how we interact with our communities is integral to the continued success of Planet Pulse, both in terms of viral buzz, but also in terms of moving the industry in the right direction. We need to ensure the high integrity of our deliverables, and hence creating an eco-system fit for such engagement is extremely crucial"*.

### **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](http://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 panelists 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](http://www.planet-pulse.com).

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