



Pulse Rise in the US

Pulse Group launches its new office in New York City

New York, June 20, 2007 -- The Pulse Group, Asia's leading *Online Fieldwork* and *RPO (Research Process Outsourcing)* specialist, today announced the opening of its first US office, the latest addition to its international network following strong demand for its *Asian Panels* and *outsourcing services* from North America. The office will be located in New York City and headed by industry veteran John Saez, 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 *"The growing demand from our North American clients have been extremely promising, and we believe that it is imperative to have a team on the ground to work directly with our clients. I'm also extremely excited about the talented team we have brought on board to pave the way forward in building our presence throughout the US. I'm confident that John and his team will do a tremendous job in growing our business throughout the region"*.

John Saez has spent his entire career in the online research space, with previous roles at SSI and Toluna. The US office will commence operations in July '07, and can be reached at us@pulse-group.com

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.

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