



FOR IMMEDIATE RELEASE

Pulse Expands with New RPO Facilities

Sydney, December 15, 2005 – Research Process Outsourcing supplier, Pulse Group recently inaugurated its new international Operations Centre in Cyberjaya, Malaysia which will encapsulate its entire RPO (Research Process Outsourcing) suite of services that covers the Asia Pacific. Although accounting for just 13.3% of global market research share, Asia Pacific experienced a 5.2% growth rate last year, which is marginally higher than the world average.

This new centre represents a significant investment for the company, which is already experiencing an encouraging ROI. The Malaysian office currently houses all of its business units, including a state-of-the-art VOIP CATI Centre, Panel Operations, and Solutions Centre, and HR off-shoring. Pulse also operates the largest online panel in Asia Pacific of 2.3 million panelists, while also facilitating a myriad of back-end market research services. Currently, the company represents a solutions provider to a majority of the top 25 market research firms.

Located in Malaysia's Multimedia Super Corridor (MSC), the company is a beneficiary to financial incentives, Cyberlaws and state-of-the-art infrastructure, all of which are passed on to clients as lower costs, higher quality and round-the-clock support.

"The move to the new facilities is an encouraging outlook of the future of RPO in Malaysia. It was inevitable that we would require a larger base of operations to meet the demand" said Bob Chua, CEO of the Pulse Group.

With the successful establishment of its Malaysian centre, Pulse is geared towards global expansion, having already identified several strategic locations for growth in the near future.

About Pulse Group

Pulse Group is a Research Process Outsourcing (RPO) company, established to serve the MR industry exclusively. Its services include Data Collection, Online Communities, MR Software localization, and Technical Support & Training for market research software applications. These four core areas of businesses empowers global market research organizations to stay focused in delivering value to their clients, while Pulse dedicates itself to providing technical and outsourced support. The Pulse Group can be reached at www.pulse-group.com.

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