



FOR IMMEDIATE RELEASE

Pulse enters Partnership with Universal Music and MNC Wireless for Online Redemption Services

Launched of Pulse.cikimunki.com

A Web-based Content Redemption Centre to boost customer satisfaction and loyalty

Monday, February 8, Kuala Lumpur – MNC Wireless Berhad (“MNC”), a Malaysian based mobile and digital media specialist has entered into a strategic partnership agreement with research process outsourcing provider, Pulse Group PLC (“Pulse”) for the provision of online redemption services in Malaysia to its www.planet-pulse.com Online Research Community.. As part of the partnership, MNC will be providing a syndicate of web services that focuses on web-based mobile content redemption including music downloads from Universal Music.

Pulse Group PLC, CEO Bob Chua said *“We are extremely excited about this enhancement to our Online Research Community, allowing for a more engaged audience, while allowing for more relevant and savvy incentives”*.

“We are excited to enter into a partnership agreement to collaborate in a web based content redemption for Pulse’s reward system. With our extensive base of multi-lingual content and experience in mobile and web portal development, we have the resources and expertise to assist in building the Pulse brand and loyalty,” said Mr. Chung Jaan Hao, Chief Operating Officer of MNC.

This collaboration will enable Pulse’s members to redeem virtual premiums such as songs, ringtones, graphics and games using their Pulse points reward via a predetermined online currency referred to as “Bananas”. Pulse through its Planet Pulse portal, has developed an online community of survey respondents that are rewarded with Pulse points for completing surveys, answer screeners and for inviting friends to sign up to Planet Pulse. Currently the Planet Pulse online community in Malaysia consists of approximately 200,000 members.

Through this collaboration, MNC will be providing robust and high engagement content and services for redemption via the pulse.cikimunki.com portal. Instead of converting the points into cash, Pulse members now have the option to utilize their Pulse points to redeem virtual rewards instantly. This alternative mode of redemption for Pulse members is intended to boost customer satisfaction and loyalty.

“We realized that consumers today prefer immediate redemption of premiums due to the convenience and easy access. Although the online redemption is currently available only on web, we are looking into the possibility of extending the accessibility to mobile users for easy mobile redemption in the future” said Mr. Chung following the launched of the pulse.cikimunki.com portal.

Cikimunki is a virtual premium redemption centre developed by MNC that lets user redeem virtual premium such as ringtone, full songs, graphics and games for free. The content in

Cikimunki is frequently updated to enable members to have access to the latest songs and tracks. Members can redeem their virtual premiums either through the website or through the phone, giving them the convenience of their choice.

For more information on the Pulse.Cikimunki reward programme, please go to <http://pulse.cikimunki.com>



About MNC Wireless Berhad

A MSC status company listed on the MESDAQ board of Bursa Malaysia (Kuala Lumpur Stock Exchange), MNC Wireless Berhad ("MNC") is renowned as the pioneer Mobile Value Added Services provider that specializes in a wide range of mobile services which ranges from developing and providing mobile content & services to customizing mobile solutions and applications. In anticipation that the growth of digital content consumption will include the convergence of web and mobile, MNC added on Digital Media & Advertising services into its portfolio. Established since 2002, MNC has offices in Malaysia, Singapore and China and has successful joint ventures in the Middle East & North African Region.

For more information on MNC, please visit www.mnc.com.my

About Pulse Group PLC

Pulse Group plc is a holding company whose wholly owned subsidiary, Pulse BPO Sdn. Bhd. (together, the "Pulse Group"), is a leading provider of research process outsourced ("RPO") services within the Asia-Pacific region predominantly to market research and media companies, based anywhere around the world, wishing to conduct research within the region. It also provides its services to RPO companies based in other parts of the world who have a need to conduct research within the Asia-Pacific region.

Please visit www.pulse-group.com for more information.

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