



FOR IMMEDIATE RELEASE

Monsoon Cup 2011 Signs Strategic tie-up with Pulse Group PLC

Kuala Lumpur, June 28, 2011 – Monsoon Cup 2011 recently inked a partnership deal with Pulse Group PLC who will assume the role of Official Research Partner for the prestigious yacht race, which has earned the coveted title of *Best Overall Event* at the World Match Racing Tour Awards three times in 2007, 2009 and 2010.

Since its inception in 2005, the Monsoon Cup has ignited a growing interest in match racing and yachting among its contemporaries in Asia. The tie-up with Pulse Group PLC, Asia's leading Digital Research Agency will provide the event with valuable insights into the perceptions and attitudes of the general population and stakeholders towards sailing as a competitive sport.

As the sailing sector continues to bring constant changes and advancements to the sport, it is imperative to stay aware of its progress to adapt seamlessly to any changes. Pulse Group PLC will conduct surveys prior to and during the Monsoon Cup 2011 in order to collect, analyze and transform all data into an effective business model. The group of market research experts will help to identify the strengths and weaknesses of the yachting event to offer real-time solutions to ensure a successful race. With a clearer understanding of the situation, Monsoon Cup 2011 will have the leverage of a competitive edge in marketing strategies and sponsorship opportunities.

The partnership between Monsoon Cup 2011 and Pulse Group PLC will guarantee a first-rate event backed by professional research and data, and a continuous reign as the *Best Overall Event* at the World Match Racing Tour Awards 2011.

Commenting on the strategic partnership,

Bob Chua, CEO, Pulse Group PLC said, *“As the leader in market research, we are committed to helping our clients understand, review and reconnect with their brand and customers. Time and time again, market research has proven its success in helping companies make the right business decisions and improving ROI. Sailing is a sport that has shown tremendous growth and we are thrilled to be part of this important occasion to help move the sport forward by tracking the latest trends in sailing and establishing ourselves as the provider of solutions.”*

Shafique Iqbal, Operations Manager, Monsoon Cup added, *“We recognize the importance of market research to make a good event an even better one. As such, we are delighted to welcome on board the Pulse Group PLC as our Official Research Partner for Monsoon Cup 2011. Their expertise in providing workable and real-time solutions will assist us in delivering an award-winning world-class event.”*

Please visit Pulse Group PLC www.pulse-group.com and WMRT www.wmrt.com for more information.

About Pulse Group PLC

Pulse Group PLC is Asia's leading *Digital Research Agency*. Its full-service capabilities encompass brand related insights, measurement, sentiment analysis and Consumer 2.0 across Asia-Pacific. It also manages one of the most established Asian Online panels www.planet-pulse.com - an online community of survey respondents throughout Asia-Pacific and Middle East.

Facebook: Group name – **Pulse Group PLC**
<http://www.facebook.com/pages/Pulse-Group-PLC/161773747174596>

Twitter: Profile name – **@pulsegroupplc**
<http://twitter.com/#!/pulsegroupplc>

LinkedIn: Companies – **Pulse Group PLC**
<http://www.linkedin.com/company/pulse-group-plc>

About Monsoon Cup

Monsoon Cup (www.monsoonicup.com.my) grew from a simple vision to a world-class experience attended by the cream of the crop in yacht racing. A not-to-be missed yacht race event, Monsoon Cup is the last leg of the prestigious World Match Racing Tour, a professional sailing series featuring nine World Championship events across the globe. Monsoon Cup brings together the world's top sailing teams who will battle it out for a championship trophy and one of the highest prize money awarded for a match racing event.

Facebook: Group name – **Monsoon Cup Malaysia**
<http://www.facebook.com/pages/Monsoon-Cup-Malaysia/52504271389?ref=s>

Twitter: Profile name – **MonsoonCup**
<http://twitter.com/monsoonicup>

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