



Opening of New Singapore Office

Singapore, August 8th 2008 -- Pulse Group PLC (Ticker: PGRP) Pulse Group PLC is pleased to announce today the launch of its new Singapore office, its third in the Asia-Pacific region. The office will act as a client development hub to service the regional market research buying centres based on the Island republic. The Singapore office will be lead by industry veteran Wiryadi Hamidon who brings to Pulse a wealth of experience in the Market Research, branding, and outsourcing space.

Bob Chua, Chief Executive of Pulse Group Plc, commented: "Singapore is a key location from a client development point of view, as a number of large multi-nationals have a presence on the island making it one of the most important buying centres of research in the region. I have a lot of confidence in the new set-up, and in the leadership that we have chosen to head this office".

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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