



**STRATEGIC PUBLIC RELATIONS GROUP
OPENS MALAYSIAN OFFICE AND
APPOINTS STEFANIE BRAUKMANN AS GENERAL MANAGER**

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TO FURTHER STRENGTHEN PR PRESENCE IN THE REGION

(Hong Kong, March 31, 2008) – The largest Asian independent public relations network, **Strategic Public Relations Group**, (“SPRG” or the “Group”) has recently opened an office in Malaysia and appointed Ms Stefanie Braukmann as General Manager of the new office.

Stefanie is a German PR professional with 20 years’ experience in promoting international companies. Prior joining SPRG, she was the Deputy Managing Director at Perception Management, one of the longest standing local public relations agencies in Malaysia, and Group Account Director and Head of Consumer and Lifestyle Practice at Ogilvy Public Relations Singapore and Head of Strategic Marketing Practice at Ogilvy Public Relations Kuala Lumpur. Her exposure to the Asia Pacific region began more than 12 years ago when she worked for the German Chamber of Industry and Commerce in Singapore on client consultation and marketing and PR programmes.

Stefanie is particularly strong on client portfolio development and cultivating close client relations. She has led many campaigns at local as well as regional levels to ultimate success. The diverse accounts she has served included enterprises from the automotive and technology sectors and consumer and lifestyle segments and renowned brands and MNCs such as Rolls-Royce, Ford, Nokia, Pioneer, Nestle, UPS, Miele, American Express, Prudential, Unilever and Sun Microsystems.

Led by Stefanie and backed by a strong team of local consultants with excellent contacts in the media and the business and financial community, the Malaysian office has secured its first retainer client, Allied Digital Infonet Berhad, a provider of innovative “Last Mile Wireless Broadband Solutions” in Malaysia. The new office and its team will strive to achieve success in helping the client build a global brand and market its products in Malaysia and the Philippines.

Leveraging SPRG’s market-leading performance in financial PR and investor relations and its strong presence in the Asia region, the Malaysian office will provide professional corporate and financial communications services and consumer and premium brand marketing and communications services including strategic counsel on brand-building and positioning and Corporate Social Responsibility (“CSR”) programmes. Armed with such expertise, the office is capable of serving different clients in various sectors, however, given Stefanie’s background, special attention will be placed on telecommunications and IT and the consumer and lifestyle sectors. The office will also provide full support to Malaysian companies looking to strengthen presence in other Asian markets.



Mr Richard Tsang, Chairman and Managing Director of SPRG, said, “We are determined to continuously fortify our leadership as the largest Asian independent PR network and have succeeded in building strong presence in Taiwan and Singapore since the inception in 2005. We see now as the right time to enter the Malaysian market. Setting up this latest regional office and the appointment of Stefanie marks another major step of the Group in expanding its footprint in the region.”

“Possessing solid experience in client relations and team management, Stefanie is well qualified to build, lead and train our local team of PR professionals. I have the utmost confidence in her ability to establish SPRG’s presence in Malaysia and generate greater synergies yet for all the different business operations of the Group. Our clients will duly benefit from this latest development.”

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About Strategic Public Relations Group (“SPRG”)

Established in 1995, SPRG is the largest Asian independent public relations network in the region. With over 220 professionals operating from nine member companies in Hong Kong, Beijing, Shanghai, Guangzhou, Taipei, Singapore and Malaysia, SPRG provides clients, both local and international, with a comprehensive suite of world-class public relations services. Among these services include investor relations, corporate and marketing communications, IT, healthcare and pharmaceutical communications, sports and lifestyle service and product promotion, CSR communications, media relations, conference and event management, media and presentation skills training, issue and crisis management, editorial services and collateral production.

Enquiries

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