

**CJ E&M reappoints Strategic Public Relations Group as International and Local PR Manager for 2014 Mnet Asian Music Awards (MAMA)**

**Hong Kong, 10 November 2014** – Strategic Public Relations Group (SPRG) is pleased to announce that CJ E&M, one of Asia’s best-known content companies, has reappointed SPRG to manage public relations activities around Asian music mega-event MAMA. This will be the second year in a row SPRG has managed the international and local publicity for the event and award ceremony.

MAMA will be held December 3 2014 at Asia World-Expo Arena, in Hong Kong. The event is considered the most prestigious on the Asian music calendar, and attracts international performing artists from across all genres. It is acclaimed for its advanced stage production and mega-scale performances, with the international broadcast accessible to billions of fans across the globe.

Artists confirmed for this year’s event include K-Pop mega-stars EXO, G-Dragon and Taeyang, with more international and Korean artists to be announced in the lead-up to the event. Last year, MAMA hosted legendary American artist Stevie Wonder, with Swedish electro group IconaPop and Finnish YouTube sensation Ylvis also presenting awards. Other past performers at MAMA have included K-Pop crossover superstars Psy and Girls Generation, as well as international acts such as Snoop Dogg and will.i.am.

Vivian Fok, Managing Director of Strategic Communication Consultants, a subsidiary of SPRG, said, “We are pleased and excited to be teaming with CJ E&M yet again this year for MAMA. After last year’s successful partnership, we anticipate an even more thrilling celebration of Asian and International music.”

This press release was issued by <b>Strategic Public Relations Group (SPRG)</b>	
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