

**SPRG CAPTURES 11 STEVIE® AWARDS
 AT 2016 INTERNATIONAL BUSINESS AWARDSSM**

**GARNERS PR AGENCY OF THE YEAR IN ASIA PACIFIC AND
 PR AGENCY OF THE YEAR IN ASIA TITLES ONCE AGAIN**

(Hong Kong, 15 August 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that it has won two **Gold Stevie® awards**, specifically, **Public Relations Agency of the Year in Asia Pacific** (Asia, Australia and New Zealand) and **Public Relations Agency of the Year in Asia** (China, Japan and Korea). The Group has also earned five Silver and four Bronze Stevie® awards for its corporate social responsibility efforts – conducted by its CSR arm Strategic CSR Network (“SCSR”) – and client-related campaigns. SPRG has consequently won 11 **Stevie® awards** at The 13th Annual International Business Awards.

SPRG is particularly proud to receive the **Public Relations Agency of the Year in Asia Pacific** and **Public Relations Agency of the Year in Asia** awards for the **third** and **fourth** consecutive year respectively. The Group is pleased as well to witness SCSR – the not-for-profit organisation established, funded and supported by SPRG since late 2014 – become the recipient of the Silver title in Asia and Bronze title in Asia Pacific in the Corporate Social Responsibility category. SCSR’s efforts have already earned recognition from beyond the territory. In May 2016, SCSR garnered a Gold Stevie® in the Community Relations or Public Service Communications category of the Asia-Pacific Stevie Awards.

A record total of over 3,800 nominations were submitted this year for consideration in a wide range of categories, comprising organisations from around the world and of all sizes and virtually every industry. Stevie Award winners were determined by the average scores of more than 200 executives worldwide who participated in the judging process.

SPRG & SCSR



- **SPRG: Public Relations Agency of the Year in Asia Pacific**
- **SPRG: Public Relations Agency of the Year in Asia**



- **Strategic CSR Network** – Corporate Social Responsibility Programme in Asia



- **Strategic CSR Network** – Corporate Social Responsibility Programme in Asia Pacific

Client-related campaigns

Communications or PR Campaign/Programme of the Year

● *Investor Relations*



- **China Animation Characters Company Limited** (1566.HK)
- **Human Health Holdings Limited** (1419.HK)
- **Regina Miracle International (Holdings) Limited** (2199.HK)



- **Xtep International Holdings Limited** (1368.HK)

● *Travel & Tourism*



- **Melco Crown Entertainment Limited** (Nasdaq:MPEL)

● *New Product Launch*



- **Melco Crown Entertainment Limited** (Nasdaq:MPEL)

PR Innovation of the Year



- **Melco Crown Entertainment Limited** (Nasdaq:MPEL)

About International Business Awards

The International Business Awards are the world's premier business awards program. All individuals and organizations worldwide – public and private, for-profit and non-profit, large and small - are eligible to submit nominations. The 2016 IBAs received entries from more than 60 nations and territories.

About Strategic Public Relations Group

Strategic Public Relations Group (SPRG) is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group and an investor relations and financial communications specialist. With 300 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, public affairs and government relations, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production.

SPRG clients include prominent members of the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

Through its own network and affiliation with PROI Worldwide, the world's largest independent affiliation partnership, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	<p>Stevie® Awards – International Business AwardsSM</p> <ul style="list-style-type: none"> - Public Relations Agency of the Year in Asia Pacific (2014, 2015 & 2016) - Public Relations Agency of the Year in Asia (2013, 2014, 2015 & 2016) - Grand Stevie® Award (2013)
<p>MARKETING</p>	<p>Agency of the Year</p> <ul style="list-style-type: none"> - Most Outstanding Client/Agency Partnership (2016) - Best Crisis Management Team (2014) - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016) - Local Hero – Media Relations Agency of the Year (2010)
<p>campaign <small>Asia-Pacific</small></p>	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> - Greater China Independent Agency of the Year – Silver (2012) <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> - Asia Pacific Network of the Year (2010)
<p>TheHolmesReport</p>	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015 & 2016)
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> - Investment in People (2009 & 2016) - SME CSR (2016)

Campaigns that SPRG has devised for clients have won more than 70 awards from such distinguished publications and organisers as the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards** and **Mer Comm**.

Enquiries

Strategic Public Relations Group

Brenda Chan

Tel : (852) 2114 4396

Fax : (852) 2114 4948

Email: brenda.chan@sprg.com.hk

Website: www.sprg.asia

Member Companies: Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia