

THE WORLD'S LARGEST PARTNERSHIP OF PUBLIC RELATIONS COUNSELING FIRMS ANNOUNCES ITS NEWLY ELECTED ASIA-PACIFIC REGION'S BOARD

TARGETS REGION FOR 200% GROWTH WITHIN THE NEXT 18 MONTHS

NEW YORK – February 9, 2011 – The Worldcom Public Relations Group, the world's largest partnership of independently owned public relations counseling firms, announced today the election of its Asia-Pacific Region's board of directors.

The group has also set a target for regional growth in membership at 200% over the next 18 months.

The five-member Asia-Pacific board will be chaired by Douglas Wright of Melbourne, Australia-based Wrights PR.

Wright welcomed the new board members and asserted that the Asia-Pacific Region offered the greatest growth potential for the Worldcom Public Relations Group.

“The region has the greatest economic growth, particularly India and China, where we are continuing to see greater demand for public relations firms,” said Wright.

“Moreover, our partners and their clients in Europe, the Middle East and the Americas, are requiring more assistance from our region and, as such, will certainly be a driver for our expected growth as well as our recruitment effort in the region. We have appointed two membership co-chairs and allocated considerable resources to sourcing new partners in the region. Our region is actively seeking star performers in their own local markets, not just dots on the map.”

Cindy Payne of Asia-Pacific Connections, Pte. Ltd. in Singapore was appointed chair-elect, and will also help oversee member-retention as part of her duties as membership co-chair.

In addition to naming Wright and Payne as the chair and chair-elect/membership co-chair of the Asia-Pacific Region, other appointments include immediate past-chair Tom van Blarcom (TQPR Thailand, Bangkok) as membership co-chair, Yuji Dave Otsuka (A-Z Worldcom, Tokyo) as Treasurer, and Rosalyn Woo (A-World Consulting Ltd., Hong Kong) as Board Secretary.

Other regional roles for the term include: Angela Tan (TQPR Malaysia, Kuala Lumpur), professional development; Maetavarin Maneekulpan (TQPR Thailand, Bangkok), knowledge sharing; Bonnie Zheng (Shanghai Glocal Strategy Consulting), marketing; Masahiro Sakamoto (TOCS, Tokyo), IT practice; Indira Abidin (Fortune PR Strategic Communications, Jakarta), B2B practice group; Stephanie Paul (Phillips Group,

Brisbane), 2011 regional meeting; and Lauren Zammit (Wrights, Melbourne), Worldcom Circuit magazine regional editor.

About the Worldcom Public Relations Group

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations counseling firms, with 107 offices in 95 cities worldwide. Established in 1988, it was formed so that the strongest, most capable independent firms could deliver immediate impact and sustained value through the intelligent use of communications – wherever in the world a client needs support. Partners serve national, international and multi-national clients, while retaining the flexibility and client-service focus inherent in independent agencies. Through Worldcom Group, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic areas in which they operate. For more information, please visit www.worldcomgroup.com.