



STRATEGIC PUBLIC RELATIONS GROUP
縱橫公共關係顧問集團

SPRG Awarded with Certificate of Excellence at Asia Pacific PR Awards 2009

(Hong Kong, 12 November, 2009) - **Strategic Public Relations Group** (“SPRG” or the “Group”), the largest Asian independent PR network, is pleased to announce the winning of **Certificate of Excellence in the “Corporate Awards – Financial Communications” category of Asia Pacific PR Awards 2009**. The honour was in recognition of the Group’s IPO communications campaign for **China Metal Recycling Holdings Limited** (“CMR”) (Stock code: 0773). SPRG’s awarded campaign is amongst the very few Hong Kong campaigns which made the winners list this year, and the SPRG team is particularly thrilled by the meaningfulness of this industry recognition.

SPRG developed a well planned positioning strategy for CMR, effectively introducing an industry that most investors were unfamiliar with. Specifically, the Group tactfully changed the perception of CMR’s business as engaged in recycling of metals – possessing very high growth potential, rather than involved in *waste*. Via quality media coverage that enhanced understanding of the industry’s vast potential, CMR was one of the most well received IPOs this year.

During the campaign period, SPRG managed to greatly bolster CMR’s image. In different phases, the Group targeted specific audience groups, namely, institutional investors, retail investors, and the general public. Consequently, the ripple effect from this programme was positive coverage from print and non-print media in the form of newspapers, magazines, TV, radio and websites of local, regional and PRC origins. Within three months’ time, CMR was favourably mentioned by the aforesaid media on over 700 occasions.

Sustaining awareness is one of the key components that contribute to a company’s long-term success in attracting investors’ interest. Attesting to SPRG’s effectiveness at maintaining awareness, CMR’s stock price rose by 22% from HK\$5.18 to \$6.32 on the first trading day with approximately 250 million shares traded. The same stock has subsequently surged to HK\$11.22 (as of 12 November 2009), an increase of over 116% from the offer price. In addition, market capitalisation has climbed from HK\$5 billion to approximately HK\$12 billion (as of 12 November 2009).

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About Strategic Public Relations Group

Established in 1995, Strategic Public Relations Group is the largest Asian independent public relations network and the largest public relations consultancy in Hong Kong. With over 240 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, it provides clients, both local and international, with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for IT, travel and hospitality, healthcare and pharmaceutical brands, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, conference organisation and event marketing, media skills and presentation training, issues and crisis management, media relations, editorial support and translation and production. With a global affiliation network, SPRG has access to over 100 major countries/ cities around the world.

SPRG is named one of the “Top Ten Public Relations Agencies”, “Top Ten Event Marketing Agencies” and “Top Ten Sports Marketing Agencies” – Agency of the Year 2009 by the *Marketing Magazine*; “Hong Kong Consultancy of the Year” – Asia Consultancy Report Card 2009 by the *Holmes Report*; The Most Influential Public Relations Consultancy in the PRC 2009 and No.1 PR Adviser to Asia-Pacific Mid-Market M&A: Volume in the Year End 2008 and 1H 2009 *mergermarket* League Tables of PR Advisers.

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