

**A CLEAN SWEEP FOR SPRG IN THE FINANCIAL COMMUNICATIONS CATEGORY
OF CAMPAIGN ASIA PACIFIC PR AWARDS 2011**

**ALSO EARNS “BEST FINANCIAL PR FIRM (ASIA)” TITLE
AT ASIAN EXCELLENCE RECOGNITION AWARDS 2012
OF CORPORATE GOVERNANCE ASIA**

(Hong Kong, 2 April 2012) – **Strategic Public Relations Group** (“SPRG” or the “Group”), one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong, is pleased to have swept all of the honours in the financial communications category of **Campaign Asia Pacific PR Awards 2011** held on 30 March 2012; making it the only agency in 2011 to realise such an accomplishment irrespective of category. Among the three client awards received, SPRG was named the **Winner of the Financial Communications Campaign of the Year**, continuing the success that the Group enjoyed in 2010 in the category. SPRG was also honoured with the **Best Financial PR Firm (Asia)** title at the **2nd Asian Excellence Recognition Awards 2012** organised by *Corporate Governance Asia* held on the very same night.

Campaign bestowed “Financial Communications Campaign of the Year – Winner” to SPRG for the IPO communications campaign it developed for Tang Palace (China) Holdings Limited (“Tang Palace”; HKEx: 1181). The IPO took place amid weakened investment sentiment resulting from Japan’s nuclear crisis which subsequently raised public concerns over food safety and possible radioactive contamination from ingredients sourced from the country. SPRG devised an IPO communications programme that employed a mix of traditional tools and innovative soft angle initiatives. The programme successfully raised public awareness and shifted market attention towards the rapidly growing Chinese restaurant business. The public offering of Tang Palace was subsequently oversubscribed by more than 613 times with the offer price fixed at the upper limit, thus underscoring the success of the campaign.

SPRG is named finalist on seven occasions at Campaign Asia Pacific PR Awards 2011.

Awardees	Project Title	Award/Category
 TANG PALACE (CHINA) HOLDINGS LIMITED	The growth story of Tang Palace in China, a quality multi-brand restaurant chain	Winner Financial Communications
Active Group Holdings Limited	Success Amid Adversity – IPO Publicity Campaign of Active Group	Certificate of Excellence Financial Communications
 3D-GOLD Jewellery (HK) Limited	The Return to Glory of 3D-GOLD	Certificate of Excellence Corporate Branding
 www.gv.com.sg	Harry Potter Movie Marathon – The Epicentre of the Harry Potter Phenomenon	Finalist Arts, Entertainment & Media
 United Company RUSAL Limited	Bridging Russia and Hong Kong - From Russia with Love	Finalist Corporate Publications Finalist Corporate Communicator
	-	Finalist PR Consultancy

Capping off the haul of awards was the naming of SPRG as “Best Financial PR Firm (Asia)” at Asian Excellence Recognition Awards 2012, organised by *Corporate Governance Asia*. The award spotlighted the company’s outstanding management team, which successfully expanded the business and upheld the highest standard of business ethics. In the past decade, SPRG handled over 230 IPOs – completed 21 new listings in Hong Kong in 2011 – maintained its number one position in the IPO communications market and far outperformed its peers.

Chairman and Managing Director of SPRG, Richard Tsang, remarked, “We are immensely proud to achieve a clean sweep in the financial communications category of Campaign Asia Pacific PR Awards 2011, as well as named ‘Best Financial PR Firm (Asia)’ by *Corporate Governance Asia*. In the case of the former, capturing all of the honours has underscored our professionalism in delivering services that are supported by effective and creative strategies, a reason why SPRG is the leader in the financial communications market. We will continue expanding beyond our home base to strategic locations around the globe; helping clients in the region reach out to the world and enabling overseas clients to be in touch with Asia.”

About Campaign Asia Pacific PR Awards

Running in its 11th year, the annual Asia Pacific PR Awards serves as a benchmark for the region’s communications industry, setting out to honour clients and agencies for the strategies, people and achievements that have transformed business and brands. The judging panel is led by leading professional from in-house ranks, as well as senior agency executives. All entries received this year are reviewed according to the demanding set of criteria.

About Asian Excellence Recognition Awards

The Asian Excellence Recognition Awards are designed to recognise excellence in investor communications, business ethics, corporate social responsibility, environmental practices and financial performance. The recognition were based both on the scores from the data submitted by the readers of *Corporate Governance Asia* and from interviews conducted with investors.

About Strategic Public Relations Group

Established in 1995, Strategic Public Relations Group 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 with major focus on investor relations and financial communications. With 280 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group provides clients with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for automobile, IT, travel and hospitality, healthcare and pharmaceutical, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, B2B communications, 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 cities around the world.

SPRG earned the following accolades in the past three years:

	<p>Campaign Asia Pacific PR Awards 2011</p> <ul style="list-style-type: none"> - Financial Communications Campaign of The Year <ul style="list-style-type: none"> • Winner (Client: Tang Palace (China) Holdings Limited) • Certificate of Excellence (Client: Active Group Holdings Limited) - Corporate Branding Campaign of The Year <ul style="list-style-type: none"> • Certificate of Excellence (Client: 3D-GOLD Jewellery (HK) Limited) <p>Campaign Asia Pacific PR Awards 2010</p> <ul style="list-style-type: none"> - Asia Pacific Network of The Year - Financial Communications Campaign of The Year (Client: United Company RUSAL Plc.)
	<p>Asia Pacific SABRE Awards 2011</p> <ul style="list-style-type: none"> - Asia Pacific Financial Consultancy of the Year - Winner – Financial Communications (Client: SBI Holdings, Inc.) - Winner – Corporate Image (Client: 3D-GOLD Jewellery (HK) Limited) <p>The Holmes Report Top 250 Global Rankings 2011</p> <ul style="list-style-type: none"> - Ranked 64 – the ONLY Hong Kong-based PR network on the list <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> - Hong Kong Consultancy of the Year
	<p>Marketing magazine's Agency of the Year</p> <ul style="list-style-type: none"> - Local Hero of the Public Relations Agency of the Year (2010 & 2011) - Best PR Campaign – Media Relations (2011) (Client: United Company RUSAL Plc.) - Local Hero of the Media Relations Agency of the Year (2010)
	<p>P&G Taiwan</p> <ul style="list-style-type: none"> - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

Enquiries

Strategic Public Relations Group

Eveline WAN

Tel : (852) 2864 4822

Email : eveline.wan@sprg.com.hk

Website : www.sprg.asia

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

– End –