

**SPRG CAPTURES FIVE STEVIE®
AT 2015 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, 19 August 2015) – **Strategic Public Relations Group** (“SPRG” or the “Group”) and its campaigns were honoured with four Gold Stevie® and one Bronze Stevie® in the Corporate Communications & Public Relations Awards Categories during The 12th Annual International Business Awards.

More than 3,700 nominations from organisations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories. Stevie Award winners were determined by the average scores of more than 200 executives worldwide who participated in the judging process from May through early August.



- **SPRG: Public Relations Agency of the Year in Asia Pacific**
- **SPRG: Public Relations Agency of the Year in Asia**
- **Sinomax Group Ltd. (1418.HK): Investor Relations**
- **AB Theme Park Sdn Bhd (Angry Bird Activity Park): Media Relations – Asia**



- **Hung Fook Tong Group Holdings Ltd. (1446.HK): Investor Relations**

This is the **third** and **second** consecutive year that SPRG has been named **Public Relations Agency of the Year in Asia** and **Public Relations Agency of the Year in Asia Pacific**, respectively.

The SPRG story all began 20 years ago when it was a boutique financial PR firm with a team of five. Through perseverance and a commitment to excellence, SPRG is now an integrated PR network with nine offices in Asia employing 300 employees and providing world-class professional PR services to some 300 clients across the region.

From the outset, people have always been the pillars that support SPRG’s development. Its approach towards recruiting and retaining the best local talent to serve the local market has proved to be a crucial factor in its success.

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 2015 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, 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 a global public relations network, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Stevie® Awards – International Business AwardsSM - Public Relations Agency of the Year in Asia Pacific (2014 & 2015) - Public Relations Agency of the Year in Asia (2013, 2014 & 2015) - Grand Stevie® Award (2013)
MARKETING	Agency of the Year - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 & 2013) - Local Hero – Media Relations Agency of the Year (2010)
campaign <small>Asia-Pacific</small>	Agency of the Year Awards - Greater China Independent Agency of the Year – Silver (2012) Asia Pacific PR Awards - Asia Pacific Network of the Year (2010)
TheHolmesReport	Asia Pacific SABRE Awards - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)
	Asian Excellence Award - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014 & 2015)

Campaigns that SPRG has devised for clients have won more than 55 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

Eveline WAN

Tel: (852) 2864 4822

Fax: (852) 2114 4948

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

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