

Text 100 Hong Kong names Simon Taylor as Managing Consultant Taylor Brings Corporate Communications Strength to Technology PR

Hong Kong - 24th July, 2008 - Text 100 APAC announced today the appointment of Simon Taylor as the managing consultant and office lead of Text 100 Hong Kong. Bringing 15 years of Asia Pacific communications experience, Taylor will oversee the business strategy, key client relationships, people and office management for the agency's Hong Kong operation.

Taylor joins Text 100 from Baldwin Boyle Group where he was General Manager for Thailand. He brings to Text 100 a professional consulting background incorporating sector experience in finance, telecommunications, corporate and government communications. Taylor has expertise in managing both agency and in-house corporate communication teams and has a track record of providing strategic counsel to CEO's, CFOs, Boards of Directors and Government Ministers in Asia.

"The Hong Kong team will benefit from Simon's broad skill base, gathered from his unique experience within Asia," said Ava Lawler, Regional Consultancy Director, Text 100 APAC. "His enthusiasm to leverage our best practices developed for technology PR, and combine this with his own leadership style and experience in corporate and government communications, we anticipate seeing some fantastic results."

The Hong Kong management team at Text 100 continues to harvest regional and global talent. Taylor will report to Jeremy Woolf, Regional Senior Vice President and Global Practice Lead for Peer Media, based in Hong Kong. And both will sit alongside newly appointed Executive Leadership Team member and Regional Consultancy Director, Rowan Benecke, who is also based in Hong Kong.

Taylor, originally from New Zealand holds Bachelor of Arts (Hons), Political Studies from University of Otago, as well as a Master of Communications Paper focusing on Developments in Information Technology and a Certificate of eMarketing from NZ Direct Marketing Association.

About Text 100

Text 100 is a global public relations agency working with progressive and innovative companies around the world to manage and build brands. The agency's globally-minded consultants offer industry expertise and specialized knowledge in local markets across 31 offices in 21 countries around the world. With eight global practices (including Clean Tech, Corporate Social Responsibility and Peer Media) combined with a leadership position in the social media revolution, Text 100 delivers advanced communication across the globe. Text 100 represents market leaders and emerging brands including Cisco, eBay, Fujifilm, IBM, Lenovo, MTV and Xerox.

Text 100 APAC was awarded the Asia Pacific PR Award for Mid-sized Agency of the Year, 2007 and Text 100 was named by The Holmes Report as *New Media Agency of the Year, 2007* and *The Best Agency to Work for, 2006 and 2007*. For more information, visit: www.text100.com.

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