

FOR IMMEDIATE RELEASE

The Hoffman Agency appoints Yonnie Woo as General Manager of HA Korea

HONG KONG (March 9, 2010) — The Hoffman Agency, a global high-tech PR company, today announced the appointment of Yonnie Woo as general manager of HA Korea.

Yonnie has 13 years of in-house and agency experience in the PR industry. Prior to joining HA, she was the corporate affairs director of British American Tobacco Korea.

Yonnie started her career with Korean Air as deputy manager of the company's overseas PR team. She later joined Burson-Marsteller Korea as senior consultant where she was eventually promoted to director. Her responsibilities at B-M included new business development, international PR and government account handling.

During her time at B-M she became the global account lead for LG Electronics and was also responsible for managing Samsung Electronics' international PR team. On the government front, Yonnie handled the Ministry of Finance & Economy, 2010 Pyeongchang Winter Olympics Bid Committee, 2010 Yeosu Expo Bid Committee and Seoul City Government, among others.

Commenting on Yonnie's appointment, HA Asia Pacific Managing Director Chris Tang said, "Yonnie brings extensive consulting experience and incredible leadership to this new role. She has great enthusiasm for McKinsey-esque communication, genuine interest in the client's business and is fully committed to coaching and developing the team."

"Yonnie is exactly the kind of high caliber talent HA is looking for: smart, creative, passionate about the work we do and excited by a challenge. I have great confidence that she will be able to lead the HA Korea team to success," Chris added.

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About The Hoffman Agency

The Hoffman Agency (www.hoffman.com) helps technology, telecommunications and consumer electronics companies communicate compelling messages across the globe. Thanks to a unique global infrastructure and culture, The Hoffman Agency takes a collaborative approach to implementing multi-country programs. Its operation extends across Asia Pacific, Europe and the U.S.

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