

FOR IMMEDIATE RELEASE

**The Hoffman Agency Leads Fujitsu's PR
Campaigns in Hong Kong and South China**

Hong Kong (July 15, 2010) — Fujitsu Hong Kong, a leading ICT solutions and services provider, has appointed The Hoffman Agency (HA) as its public relations agency of record in Hong Kong and South China. HA will lead Fujitsu's company's corporate and B2B communications programs in the two markets and support its ongoing activities in the areas of corporate positioning, thought leadership, traditional public relations and social media.

"It was important for us to find an innovative agency that had the passionate talents and the right resources, media relations expertise, digital leadership and in-depth local market knowledge to support Fujitsu's business and build long-standing relationships with our influencers in Hong Kong and South China," said Candy Wong, Marketing Communications Manager, Fujitsu Hong Kong Limited.

"With our One Fujitsu strategy currently underway, we also wanted an agency which is at its best in assignments that involve technical complexity, truly understands and genuinely practices collaboration, be it locally, regionally or globally. Hoffman ticked all the right boxes so it was an easy choice for us," Wong added.

As Fujitsu's PR partner in Hong Kong and South China, the agency will be responsible for providing strategic consultancy and building awareness of Fujitsu Hong Kong's platform, services and telecoms businesses.

"Being chosen as Fujitsu's PR partner is a remarkable achievement for our team in Hong Kong. With Fujitsu's new vision and new global strategy in place, there are a lot of compelling and exciting stories to tell. Our role is to make sure that we help Fujitsu converse credibly with its stakeholders and ultimately sustain and elevate Fujitsu's corporate image," said Chris Tang, Asia Pacific Managing Director, The Hoffman Agency.

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About Fujitsu Hong Kong

Fujitsu Hong Kong is a leading ICT solutions and services provider that creates value for customers through highly reliable and environmental-friendly ICT offerings. With 50 years of experience and as part of the Fujitsu Group - a global family of ICT infrastructure experts - the company has been leveraging innovation and technology in its flexible response to the unique needs of each customer. As the hub and gateway for customers exploring business opportunities in and out of China and the Asia-Pacific region, Fujitsu Hong Kong is also committed to develop long-term partnership with customers. Our major customers include Government of HKSAR, Cathay Pacific Airways, PCCW, KGI Asia Limited, CITIC Securities International, Modern Terminals Limited, Octopus, One Media Group and more. For more information, please visit <http://hk.fujitsu.com>.

About The Hoffman Agency

The Hoffman Agency (www.hoffman.com) advises companies on applying communications to build brands, fortify reputations and sell products/services. With a heritage in the technology sector, the firm today focuses on markets of complexity: telecommunications, energy, water and financial services as well as technology. For clients with global needs, The Hoffman Agency's operation extends across Asia Pacific, Europe and the United States. By taking a collaborative approach to implementing multi-country programs, the company can leverage content and thinking across geographies.

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