

FOR IMMEDIATE RELEASE

The Hoffman Agency Promotes Jenny Chan to General Manager of Hong Kong

HONG KONG (August 25, 2011) — The Hoffman Agency, a global high-tech PR company, today announced the promotion of Jenny Chan to General Manager of Hoffman Hong Kong. Chan will be overseeing all client programs and new business development for the agency's Hong Kong operations. This is Chan's second promotion in less than two years, an achievement underscoring the success of Hoffman's reinvigorated growth and expanding presence in Hong Kong.

Hoffman Hong Kong's business had doubled under Chan's leadership in her first year and is expected to replicate the phenomenal success this year. Chan has led the team to achieve organic business growth with existing clients in the agency's strong foothold in the business-to-business sector, as well as new client wins putting Hoffman on the map as a strategic PR partner for companies in the consumer, e-commerce, and home lifestyle goods business. In addition to overseeing the Hong Kong office, Chan has been instrumental in building the Hoffman brand in Hong Kong and other Asia Pacific markets, increasing the agency's brand equity significantly.

In her new role, Chan will continue to report to Chris Tang, Managing Director of The Hoffman Agency Asia Pacific. "I'm thrilled to be recognizing not only Jenny's success as the leader of Hoffman's Hong Kong operations, but also the impact she has made for clients as a strategic advisor, delivering high value programs and counsel," said Tang. Chan will work closely with the agency's global leadership team to drive regional collaboration for global client accounts under the agency's unique single P&L approach.

As one of the fastest rising stars in the regional PR scene, Chan has built an impressive portfolio of work heading up corporate PR programs and providing strategic counsel to multinational corporations in Hong Kong and Greater China. Since March 2010, Chan has held the title of Deputy General Manager at Hoffman Hong Kong. Prior to joining Hoffman, Chan served at various global PR consultancies.

#####

The Hoffman Agency

ASIA PACIFIC

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.

For more information, contact:

Terence Nip

The Hoffman Agency (www.hoffman.com)

Senior Account Executive

Phone: +852 2231 8110

E-mail: tnip@hoffman.com

Web: www.hoffman.com