

Hua Foley Named Managing Director, Upstream China, Beijing

*Prominent Communications Expert Strengthens China Management Team
To Drive Business Strategy and Provide Senior Level Client Counsel*

Beijing, November 15, 2006 – Leading Asia Pacific marketing and corporate communications services network Upstream has appointed Ms Hua Foley Managing Director, Upstream China, Beijing.

Hua has 20 years of government, corporate and consultancy experience and is considered one of China's most prominent communications experts.

Hua, and Shufen Tan, General Manager, Upstream China, Shanghai, report to Upstream CEO David Ketchum, leading the China management team to drive business development and provide a broader scope of strategic client service.

Hua has experience both leading public relations agencies, and in senior in-house communications roles. Most recently, Hua was Executive Vice President of a Beijing-based public relations agency, serving clients of key China government agencies, multinational companies, and leading Chinese enterprises. Previously, Hua co-founded Panorama Media China, a venture that created and produced successful TV programs for Star TV, MTV and China Central Television. Hua served for five years as the China head of a Hong Kong-based public relations firm which was selected as one of the top-20 PR agencies by *Marketing China* in 2004.

Prior to this she spent three years working as a consultant for Monitor Company, a U.S. based management consultancy, developing business strategy for Fortune 500 companies. Earlier she co-founded and managed the first private opinion research company in China. Hua also worked as an analyst at a "think tank" to the Premier of the Peoples Republic of China. She was an associate professor at the People's University of China, where she established the first public relations university course in China. Hua started her working career as a journalist.

Hua holds a Masters degree from Kennedy School of Government at Harvard University, and a Masters degree in mass communications from the People's University of China.

"Hua's professional skills and creative business thinking will help bring Upstream's presence and service portfolio in China to the next level." said David Ketchum, CEO of Upstream. "Her government and management experience are valuable assets for building relationships and boosting our capabilities in China, key elements of Upstream's regional network strategy."

About Upstream Marketing and Communications Inc.

Upstream is a full service marketing and corporate communications network positioned to help companies make the most of business opportunities in the Asia Pacific region. Upstream is listed on the London Stock Exchange AIM (Stock Code: UPS LN). Upstream has offices in Beijing, Hong Kong, Shanghai, Singapore, Sydney, Taipei and Tokyo, as well as regional and global affiliates. Key practice areas include technology, corporate & financial, and consumer & travel.

For more information, please visit **www.aboutupstream.com**

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