

Senior Public Relations Executive Hester Chan Joins Upstream as Managing Director Hong Kong

*Client Counseling Skills and Management Expertise
Enhance Upstream's Regional Headquarters Operation*

Hong Kong, November 16, 2006 – Leading Asia Pacific marketing and corporate communications services network Upstream has announced the appointment of Hester Chan as Managing Director, Hong Kong. In this newly-created role, she will oversee the business in Hong Kong, as well as drive client initiatives across Greater China.

Hester has over 20 years of combined experience in public relations, corporate communications and marketing communications. She has held senior positions with international communications groups, such as Ogilvy & Mather (Consumer Marketing Director), TBWA (Marketing Communications Director), and Edelman (Vice President). Hester also founded and was Managing Director of MDK Hester Public Relations, a subsidiary of the regional advertising/communications group Batey.

Hester offers substantial experience in marketing and promoting travel, tourism and hospitality products/services. She was previously Senior Manager, Corporate Communications & PR at Hong Kong Tourism Board, and played a key role in PR support for the Board's Post-SARS Global Tourism Revival Campaign from 2003 to 2005 and the launch of Discover Hong Kong Year 2006. Prior to joining Upstream Asia, she was Head (Publicity and Marketing) for the 2009 East Asian Games.

A prolific writer in English and Chinese, Hester received a degree in Journalism from the University of Wisconsin in the US.

"We're very excited that Hester has decided to take this senior position with Upstream," said David Ketchum, CEO of Upstream. "She has a proven track record as a communications professional, and is also an entrepreneur with the skills and experience to drive our business in Hong Kong. Hong Kong is a vibrant communications market, as well as being the regional focal point for many greater China and Asia Pacific client campaigns as well."

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 L). 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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