

**Upstream Wins China Fortune Summit Award
as One of "China's 10 Most Prominent PR Agencies of the Year"**

Beijing, China – February 1, 2006 – Upstream Marketing and Communications Inc. ("Upstream", Stock Code UPS LN), a leading Asia Pacific-focused corporate and marketing communications services network, has been selected by the China Fortune Summit, organised by *Fortune Times*, as one of China's 10 Most Prominent Public Relations Agencies of the Year. *Fortune Times* is an influential business weekly newspaper in China, and is based in Beijing with a circulation of 220,000.

The award was announced at the China Fortune Summit, one of the "China Fortune Series Awards." This award is specifically created to provide media recognition for the most prominent public relations agencies in China, as well as celebrate the achievements of China's most prestigious public relations firms.

The criteria of the award include Upstream's recent performance, specific areas of strength demonstrated in marketing and branding, professional resources, and potential for future growth and development. The judging process for the award involves a comprehensive evaluation encompassing information provided by the firm itself, interviews with clients, and feedback from industry opinion leaders. The judges' panel, including editors-in-chief, presidents of marketing and branding associations, and renowned scholars in China, select prominent public relations firms that demonstrate strong commitment to development of the economy.

"The judges' panel is deeply impressed by Upstream's rapid growth during its brief five-year history in China. Upstream has a good corporate image and culture, delivered excellent client service and has earned an outstanding reputation, winning respect and recognition from the media and clients alike," said Yincheng Zhao, President of *Fortune Times*.

"We are delighted to win this award and particularly gratified by the recognition of our team's professionalism on behalf of our clients. We've had continuous growth and development in our business in China and this year we'll be moving into larger premises to accommodate an expanded client servicing staff," said David Ketchum, Upstream's CEO.

Hua Foley, Managing Director, Upstream China, based in Beijing, said "We're proud of this award as it attests to the dedicated work of our public relations and marketing consultancy teams. Our fast-growing business network can help both international and local clients realise their strategic objectives in marketing and branding in China. Our creative, innovative thinking and strategic expertise all contribute to our clients' success -- and, in turn, to our own -- in the dynamic China market."

China's economy grew by 10.7 percent in 2006, the fastest pace in more than a decade.

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, visit: www.aboutupstream.com

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