

15 January 2007

**Upstream Marketing and Communications Inc.
("Upstream" or "the Company")**

Strategic partnership

**Upstream and Market Wire Partner to Provide Asia-Based
Businesses with Global News Release Distribution**

The Directors of Upstream are pleased to announce that the Company has entered into an agreement with Market Wire Inc. ("Market Wire") to provide Asia-based businesses with global news release distribution. The agreement is continuously renewable. Market Wire is a leading international distributor of news releases, offering services throughout North America, Europe, Latin America, and worldwide in dozens of languages.

Upstream's Asia Release service (www.asiarelease.com - formerly known as PRwebAsia) has a six-year track record of helping client companies target business and consumer editorial contacts throughout Asia Pacific, and now has global reach via Market Wire's global distribution network.

"The ability to distribute news globally is increasingly strategic to businesses in Asia-Pacific, as they reach out to potential customers and investors worldwide," said David Ketchum, CEO of Upstream. "News releases are fundamental communications tools for building brand awareness, and for listed companies to meet regulatory disclosure requirements. As demand grows, we expect the agreement to enhance revenue and earnings."

Market Wire's distribution offers broad dissemination of news and information in a variety of mediums and across an array of geographic and industry circuits. Structured in response to the needs and interests of regional journalists worldwide, Market Wire's distribution circuits ensure global coverage and the ability to reach interested parties in their preferred languages and formats. Specific information regarding Market Wire's geographical reach is online at www.marketwire.com/mw/services_wiredistribution.

"As the fastest-growing business market in the world, global news distribution is essential to organizations in Asia," said Michael Nowlan, president and CEO of Market Wire. "We are excited to partner with Upstream to expand their press release distribution to new markets."

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 have 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. The Asia Release news release distribution service reaches editorial media contacts throughout Asia Pacific and has global reach via a partnership with Market Wire.

About Market Wire

Market Wire, a CCNMatthews Company, is a full-service distributor of corporate press releases. The company boasts one of the largest media distribution footprints in North America with the most secure and cost-effective distribution of real-time news to thousands of media outlets including AP, Dow Jones, Bloomberg, Reuters, Yahoo!, and MSNBC. Committed to world-class client service, industry-leading distribution, technology innovation and market-leading strategic relationships, Market Wire serves PR and IR professionals with key workflow solutions including Easy PR/IR, SEO, ListLogix, and more.

For more information, visit:

www.asiarelease.com

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