

Upstream Selected To Help Introduce Toys "R" Us To Chinese Consumers and Launch China's Largest Toy Store

London and Hong Kong, November 3, 2006 – Upstream Marketing and Communications Inc. ("Upstream", Stock Code UPS LN), the leading Asia Pacific-focused corporate and marketing communications services network, has been retained by [Toys "R" Us Asia](#), to assist with publicity and related activities in connection with the launch of its flagship Chinese store, expected to be China's largest, in Shanghai's Super Brand Mall. Toys "R" Us Asia is owned by Li & Fung Retailing Group, a division of the Hong Kong-based trading giant. In September, Upstream Asia developed and coordinated a press event to announce the opening in Shanghai, and the Grand Opening is planned for December.

In line with commitments made when joining the World Trade Organization, Beijing no longer requires foreign retailers to form joint ventures with local partners. Over the past year, Chinese authorities have approved more than 1,000 applications by foreign retailers and wholesalers to open wholly-owned businesses in the booming country of 1.3 billion people. The Toys "R" Us flagship store launch in December is set to open for business ahead of the new wave of foreign retailers entering China's quickly developing consumer market.

The Toys "R" Us Super Brand Mall store will be the largest toy store in China with a capacity of 2,400m², and a range of over 7,000 items in a downtown daily shopping destination conveniently located for the whole family.

Mr. Pieter Schats, CEO of Toys "R" Us Asia said, "We are here to learn about the Mainland customer's shopping patterns, and our corporate values will be a mix of Asian and U.S. culture".

"What differentiates Toys "R" Us is the in-store experience we provide for our customers and shoppers, and now we are ready to bring this WOW experience to China". Mr. Schats elaborated. He defined the WOW experience as a combination of the biggest and widest range of exclusive toys not available elsewhere in the market, an inviting store layout and ambience, attractive colourful product displays topped off by demonstrations, activities and fun.

"We're proud that Toys "R" Asia and the Li & Fung retailing Group have entrusted us with this milestone communications campaign," said David Ketchum, CEO of Upstream. "With this assignment, we are building on our strong growth momentum and expanding range of services for our clients in a wide variety of business sectors in China."

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 Alternative Investment Market of the London Stock Exchange (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

Contact:

David Ketchum	+852 2973 0222	david@upstreamasia.com
John Bick	+44 (0)870 389 6999	mobile +44 (0)7917 649362