

Subject: Integration and Pulse Group Announce a Strategic Alliance for Asia

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Integration (Marketing & Communications) Limited (Integration), a global leader in marketing accountability systems and Pulse Group plc, the PLUS-quoted and Asia's™ leading digital research agency have today announced a strategic alliance.

The two companies will bring together their combined capabilities to help address one of the toughest and most urgent challenges facing companies today: how do companies measure the effect of their marketing effectiveness and account for their marketing investments.

Oscar Jamhuri (CEO, Integration) who is visiting Malaysia to deliver a keynote speech on Marketing Accountability at a Thought Leadership Conference had this to say: "Selecting the right market research partner is one of the most critical decisions in our business especially in Asia where we are seeing rapid growth and demand for our products. Forging an alliance with Pulse Group, one of the fastest growing research groups, will ensure we are able to meet our clients'™ urgent needs without compromising any data quality. We look forward to partnering with Pulse as we expand our marketing accountability practice throughout Asia."

Bob Chua, CEO of Pulse Group said:

"We have worked with Integration for many years and have great respect for their accountability, methodology and systems. Through this alliance we will deploy an experienced global team, to support Integration with timely, best in class research services at competitive prices. We are confident that this collaboration will help us deliver unique added value to companies who are implementing marketing accountability and improving their competitive advantage."

About Integration

For more information please visit www.integration-imc.com

About Pulse Group plc

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