

29 March 2007

Upstream Marketing and Communications Inc.

COMPLETION OF ACQUISITION

LONDON - March 29, 2007: The Directors of Upstream are pleased to announce that the Company has today completed the acquisition of Macro Consulting ('Macro'), renamed Upstream Australia ('Acquisition'). The Acquisition expands the Upstream Asia Pacific network to six wholly owned offices, as well as regional and global affiliates.

Full details relating to the Acquisition were announced on 15 February 2007.

The initial tranche of 1,000,000 new ordinary shares of 0.25p in the Company ('Initial Consideration Shares') is expected to be issued within 30 days following completion. Application will be made for the Initial Consideration Shares to trading on AIM. It is expected that dealings in the Initial Consideration Shares will commence on 28 April 2007.

Contact

David Ketchum
Upstream
+852 2973 0222
david@upstreamasia.com

Allan Piper
First City Financial Public Relations
+44 20 7436 7486

About Upstream

Founded in 2000, 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 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