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## **Upstream Marketing and Communications Inc.**

### **DEAL COMPLETION ADDS SIXTH SUBSIDIARY TO GROWING REGIONAL NETWORK**

**LONDON - March 29, 2007:** AIM-quoted Upstream, the Asia-focused communications and marketing agency, has completed the acquisition of the Sydney-based Macro Consulting.

The £800,000 acquisition is the latest move in Upstream's drive to build an Asia Pacific regional network through the strategic acquisition of local agencies.

It brings the number of Upstream's wholly owned offices to six, adding Sydney to Beijing, Hong Kong, Shanghai, Singapore and Taipei.

Upstream Chief Executive David Ketchum said: "This is another key step in line with our strategy of growth through the acquisition of local agencies which will then benefit from centralised financial management and strategic planning."

Upstream is currently managing key projects for clients including Burger King, China Telecom, J P Morgan, and the planned Kia X Games Asia 2007 in May - China's first ever extreme sports event - reflecting its strategy to capitalise on the regional boom in the youth, consumer spending and financial services markets.

Alongside its wholly-owned subsidiaries, Upstream has also developed a network of regional and global affiliates.

It has renamed Macro as Upstream Australia.

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#### **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](http://www.aboutupstream.com)