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Upstream Marketing and Comms Inc.  
11 February 2008

Roger Marshall Joins Upstream as Managing Director in Australia to Complete Successful Integration of Operation Acquired in 2007

HONG KONG, 11th February 2008 - Upstream (Stock code UPS.L), the full service marketing and communications network, has named corporate and technology PR specialist Roger Marshall as managing director of Upstream Australia. The new leadership comes ten months after Upstream's acquisition of Macro Consulting, renamed Upstream Australia, and completes the final step of integrating this new business unit into Upstream's Asia Pacific portfolio.

Roger Marshall has over 16 years' experience in the public relations and marketing industries across Australia, Europe and the US. He joins Upstream from Spectrum Communications and Max Australia, where as group managing director he directed a broad range of business to business, consumer technology, corporate and lifestyle public relations accounts.

"We are pleased with the smooth integration of the Australian operation into Upstream in all respects, including client retention, new client wins, and revenue generation." said David Ketchum, Upstream Asia CEO. "We are enthusiastic that a business leader of Roger's calibre has chosen to take his career to the next level with Upstream, and look forward to his contributions in growing both the Australian practice and Upstream's overall success in the Asia Pacific region."

Since its acquisition last year, Upstream Australia has already generated a stream of profitable revenue for the Group, retaining key clients such as Linksys, Skype and SanDisk and winning new client relationships which most recently included global telecommunications provider, HTC.

Upstream Australia currently contributes approximately 20 per cent of the Group's overall revenue and alongside Hong Kong and Singapore, is a hub of the network's business.

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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)

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