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Upstream Marketing and Communications Inc.

UPSTREAM STARTS OFF 2007 WITH NEW BUSINESS SURGE

Assignments from China Telecom, Kijiji, Burger King and Others Highlight Upstream's Role as Asia Pacific Business Bridge

LONDON -- Thursday, February 1, 2007, Upstream Marketing and Communications Inc. ("Upstream" - AIM: UPS) today announced a strong business start to 2007 with more than a dozen new client mandates. New clients to Upstream's regional roster include Bayer Levitra, Burger King, China Telecom, Kijiji (division of eBay), and Yellow Pages.

Upstream has a proven track record of helping multinationals build their brands and their business in China and around Asia, and is increasingly called upon by Chinese companies to provide communications support for their international expansion drives. For example, China Telecom has retained Upstream Singapore to help announce its expansion into Singapore. Executive Vice President of China Telecommunications Corporation, Mr Leng Rongquan pointed out that the establishment of the Singapore company is yet another milestone in China Telecom's expansion into overseas telecom markets following on from its establishment of companies in Hong Kong, the US and Europe and a Central Asia representative office.

In China, Upstream is working with such new clients as Burger King, Kijiji, and Systemax to help build brand awareness and understanding of these leading companies in their sectors with consumer and B2B audiences. Assignments include government relations, marketing events, and media relations.

"We have built a world class management team in Asia that really understands the needs of multinationals expanding into the region, as well as providing high value-added services to Asia-based businesses going global," said Upstream CEO, David Ketchum. "Our reputation as a trusted partner that provides an Asia Pacific 'business bridge' delivering communications services that drive results has given our business development tremendous momentum. We're in China and all the high growth markets in the region, answering the call for both in- and out-bound services."

Upstream Marketing and Communications Inc.

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www.aboutupstream.com

Upstream offers a full range of strategic communications services, including the recently expanded "Asia Release" service for Asia Pacific and worldwide news release distribution.

About Upstream

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

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