

UPSTREAM



For immediate release:

Upstream and Siren Films Forge Strategic Alliance to Cover Full Range of Communications from Traditional to New Media

Creative and Communications Services from Public Relations
to Video Programming and Online Marketing

Hong Kong - April 11, 2007 - Upstream Marketing and Communications Inc, ("Upstream", Stock Code UPS LN), the Asia-focused communications and marketing agency, and Siren Films, a creative and multi-platform production house offering commercial production and programming expertise, have forged a strategic alliance. Together, the two firms provide a creative communications platform that spans online and viral marketing, events and public relations, as well as harnessing proven advertising, corporate and product video channels.

This alliance will broaden Upstream's creative and cross-platform service portfolio to its clients, while Siren Films will expand its Asia Pacific reach via Upstream's network covering the entire Asia-Pacific region including Japan. The synergies created through this alliance expand their respective capabilities to service clients and has the potential to boost their respective revenues as well.

Based in Hong Kong, Siren Films specializes in producing cross-media platform creative content, which includes television programming, high-end event creative and production, sponsored/branded content, television video commercials and image films. Siren Films' projects have included documentaries, TV specials & series, regional artist promotions, music programming and in-flight productions.

"In marketing, the traditional distinction between 'above and below the line' has been blown away by changing consumer habits, including reliance on the Web for entertainment and information, as well as far-reaching business trends that have made the marketing scene more exciting but also much more competitive," said David Ketchum, CEO of Upstream. "Today's companies and brands need the powerful and credible ways to connect with their customers and prospects that Upstream and Siren Films together offer."

Upstream delivers a full range of media communications services from offices in Beijing, Hong Kong, Shanghai, Singapore, Sydney, Taipei and Tokyo, as well as regional and global affiliates. Key practice areas include technology, corporate and financial, and consumer and travel.

"With the explosion of cable and satellite programming in the region and now the introduction of broadband TV, there is a huge demand for original programming in Asia," said Edward Bean, Co-founder and Partner, Siren Films. "This, coupled with advanced streaming technology opens up the possibility of adapting this content to a variety of new media, not only for entertainment, but as a marketing tool," added Bean.

Marketing professionals are eager to explore new marketing methods because it is increasingly difficult to get the attention of consumers with conventional television commercials and print advertisements, as online media is increasingly used as a source of news and entertainment. Online videos can also help increase Internet traffic to a Web site.

"There has never been a greater variety of media - from on air, on-line to personal device. Our clients are constantly looking for innovative ways to package their projects to maximize this trend. Siren Films provides creative and seamless integrated ideas to tell their stories; this partnership will truly make a difference in helping Asian companies succeed in the marketplace," said Jo Fok, Co-founder and Partner, Siren Films.

"Through our partnership with Siren Films, Upstream can not only help tell our clients' stories more effectively by tapping into the impressive creative resources of Siren Films. Upstream can also help our clients connect with their target market in a more meaningful way, using the appropriate medium and technology, from terrestrial TV to viral marketing to 3G phones and everything in between, thereby better differentiating themselves," added Ketchum of Upstream.

About Siren Films

Siren Films is a unique creative and multi-platform production house with the emphasis firmly on creativity. Through an in-depth understanding of our clients' vision and an insightful approach, Siren Films produces innovative, creative content. Since 1994, Siren Films has been providing a host of creative services to the Asian cable and satellite television industry & high end brands in the commercial field. Siren Films' creative service is tailored specifically for each and every project, ensuring that the end result is always fresh and engaging.

About Upstream Marketing and Communications Inc.

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 is listed on the London Stock Exchange AIM (Stock Code: UPS LN). 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, visit: www.aboutupstream.com

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