

PR Newswire Expands Multimedia Services to Asia-Pacific Region with Acquisition of CORPORATE360

CORPORATE360 Co-Founders to Join PR Newswire Asia

Hong Kong, June 28 /PR Newswire/-- PR Newswire announced today that it has acquired CORPORATE360, a Hong Kong-based corporate communications solution provider specializing in multimedia and rich-media services for the Asia-Pacific region.

Founded in May 2009, CORPORATE360 has established itself as one of the fastest growing and most sophisticated providers of rich-media corporate communications solutions and digital information tools in the Greater China and Asia-Pacific region. In acquiring CORPORATE360, PR Newswire will immediately bolster its industry leading, Asia-based communications services by adding a technology and commercial platform developed specifically for delivering multimedia and investor relations offerings for the local markets. CORPORATE360's co-founders, Desmond Tso and Dickson Ngai, have joined PR Newswire Asia's Hong Kong operations in conjunction with the acquisition.

"Since 1999 when PR Newswire first introduced its information distribution services in Hong Kong, we have viewed the Asia-Pacific region as a key growth area and a prime market for our entire suite of communications tools," remarked Dan Ye, Chief Financial Officer and Director of Business Development at PR Newswire Asia. "The acquisition of CORPORATE360, along with the welcomed addition of Desmond and Dickson, create tremendous synergies with PR Newswire Asia's current offerings and will help to accelerate our pace in equipping customers with an increasingly more sophisticated and engaging communication toolkit that includes webcasting, event management, and multimedia production and distribution services."

The integration of CORPORATE360's rich-media and digital delivery solutions with PR Newswire Asia's integrated communications platform will provide companies throughout the Asia-Pacific region with an unparalleled suite of communications services for maximizing exposure to investors, media and consumers. PR Newswire Asia is currently the only information distribution services provider in the industry with round-the-clock operations in the Greater China and throughout Asia. Among its core offerings, PR Newswire Asia provides press release distribution, audience targeting, media monitoring, IR website hosting, and multimedia production and distribution.

"Throughout our history, CORPORATE360 has been committed to providing enterprise customers with the most compelling technology and expertise in media delivery solutions," commented Desmond Tso, Founder and Managing Director at CORPORATE360. "We are extremely excited to become a part of PR Newswire Asia, which shares a similar passion and dedication to the Asia market. We look forward to leveraging PR Newswire's position as the most highly regarded business communications service in the region."

About CORPORATE360

CORPORATE360 is a turnkey provider of proprietary rich-media corporate communications solutions and digital information delivery tools in the Greater China and Asia-Pacific region. It offers a full range of webcast and related solutions to enterprises with corporation communications and investor relations demands. Since its inception in May 2009, it has delivered and distributed more than 300 terabytes of client content, both in private networks and over public domains.

About PR Newswire

[PR Newswire](#) is the global leader in innovative communications and marketing services, enabling organizations to connect and engage with their target audiences worldwide.

Through its multi-channel distribution network, audience intelligence, targeting, compliance, and measurement services, PR Newswire helps corporations and organizations conduct rich, timely and dynamic dialogues with the media, consumers, policymakers, investors and the general public, in support of building brands, generating awareness, impacting public policy, driving sales, and raising capital.

Pioneering the commercial news distribution industry 55 years ago, PR Newswire connects customers with audiences in more than 170 countries and in over 40 languages through an unparalleled network of offices in 16 countries across North and South America, Europe, Asia, and the Middle East, and via unique affiliations with the leading news agencies across the globe. PR Newswire is a subsidiary of [United Business Media Limited \(UBM.L\)](#), a leading global business media company that serves professional commercial communities around the world. For more information, go to www.unitedbusinessmedia.com.

Media Contacts:

Rachel Meranus, Vice President, Communications, PR Newswire at +1.201.360.6776 or rachel.meranus@prnewswire.com