



For further information:

Strategic Public Relations Group
Eveline WAN
Tel : (852) 2864 4822
Email : eveline.wan@sprg.com.hk

**PROI WORLDWIDE PARTNER SPRG NAMED
"LOCAL HERO – PUBLIC RELATIONS AGENCY OF THE YEAR"**
Honour from Marketing Magazine for fourth consecutive year

(Asia Pacific, 30 May 2013) – PROI Worldwide’s Strategic Public Relations Group (“SPRG” or the “Group”) was honoured and received the Local Hero – Public Relations Agency of the Year title during *Marketing Magazine*’s Agency of the Year Award’s 2013 prize presentation ceremony, held last night in Hong Kong.

This marks the fourth year in a row that the PROI Worldwide Partner has received the accolade, underscoring its professionalism in delivering superior PR services to clients as well as its prominence in the industry.

PROI Worldwide’s SPRG is an integrated public relations group specialising in IPO/investor relations and financial communications. The Group maintained its No.1 position in the Hong Kong IPO market in 2012 by completing 14 new listing communications programmes.

On the business front, SPRG achieved a retainer client retention rate of 83% – 31 clients have maintained ties with SPRG exceeding 10 years and over 100 clients have been with the Group for more than 5 years – suggesting a high level of satisfaction. SPRG’s success relies on a seasoned and stable workforce of 150 professionals in Hong Kong.

PROI Worldwide’s SPRG has four offices in China and offices in Hong Kong and Taipei. The company is Hong Kong’s largest public relations agency.