

10AM joins Bates 141 network to form Asia's creative silver bullet

Singapore, August 1, 2008 – 10AM Communications, a Singapore-based creative hot shop, has joined Bates 141, the world's largest Asia-centered marketing communications network and a WPP company.

"We are delighted to welcome a creative jewel like 10AM to the group and look forward to working with Sau Hoong and her colleagues," said Sir Martin Sorrell, Chief Executive, WPP.

"10AM is much more than a creative star in Singapore; its brilliance stands out across Asia," said Jeffrey Yu, Chairman, Bates 141.

"With this partnership, 10AM will add significant creative firepower to the group, and Lim Sau Hoong, founder, CEO and ECD, will join a group of Asian leaders and companies who share a collective vision to be the catalyst of change in the fastest growing region in the world," added Jeffrey.

"There is an incredible strategic and cultural fit between 10AM and Bates 141. With an extensive network coverage across Asia, Bates 141 can add muscle to 10AM's growth and provide the network strength for our clients seeking regional coverage," said Sau Hoong.

Within a short span of seven years, Sau Hoong established 10AM as a creative force not just in Singapore, but in the Mandarin-speaking Greater China markets and beyond. According to regional trade magazine, *Marketing*, Sau Hoong ranks as the three most influential persons in media, marketing and advertising.

During Chinese Premier Wen Jia Bao's visit to Singapore earlier this year, Singapore's Minister Mentor Lee Kuan Yew, cited Sau Hoong as a role model for Sino-Singaporean ties. Dr. Lee Boon Yang, Minister for Information, Communications and the Arts, added, "the industry needs more people like Lim Sau Hoong." As Patron of the Arts and winner of the President's Design Award, Sau Hoong is regularly involved in top-level discussions with the Singapore Government on how to take the nation to the next level for the arts and creative thinking.

In China, Sau Hoong's campaign for Bank of China has garnered more than 70 advertising awards including Cannes Lions and Asia Pacific Media Awards. 10AM has since worked on China's largest national TV network CCTV's corporate campaign. Sau Hoong's work for CCTV2 has been regarded as one of the most influential pieces in China and the campaign line for CCTV was voted the most memorable slogan in China.

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With a small but highly talented and young team, 10AM is moving into design, music and content, and this has led to assignments including composing ring tones for Sony Ericsson, packaging design for Creative Technology, movie production and curatorial duties for both regional and international shows. 10AM was Studio Master for Singapore Seasons 2007, a showcase of Singapore design organized by the Singapore Design Council.

And come 2010, 10AM will be actively involved in the Shanghai World Exposition. In addition to the marketing communications work for the Shanghai World Expo Bureau, Sau Hoong is also Chairperson to the Advisory Panel to the Singapore Pavilion at the 2010 World Exposition.

10AM will report to Bates 141 Chairman, Jeffrey Yu, but will continue to work independently, yet collaborate closely with Bates 141.

“Sau Hoong’s proven vision and forays in design can also help 141 enter the high-end retail environment design. 10AM will become Bates 141’s test lab for new ideas,” added Jeffrey.

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About Bates 141 (www.bates141.com)

Bates 141 is the world’s largest Asia-devoted marketing communications network. Bates 141 is part of WPP, one of the world’s leading communications services groups. Bates 141 is located in 15 countries across Asia Pacific.

Bates 141 focuses exclusively on the growing demands of Asian business: namely, building sustainable brands with global ambition and potential.

Bates 141’s clients include among others, AIG, Audi, Bayer, BMW, Cheung Kong, Dell, E-Trade, Google, Fiat, Heineken, HSBC, Huawei, IKEA, Jollibee, LG Electronics, Mengniu, Pizza Hut, Remy, Shanghai General Motors, Shell, Telkom Indonesia, Uni-President and Virgin Mobile.

We are The Change Agency. We believe that brands with a future must embrace change. Our clients pay us to understand, leverage and create change, and our currency - ideas - must change people.

About 10AM Communications

Since its inception, 10AM has garnered a string of local, regional, and international accolades. These include two prestigious gold Cannes Lions, the British D&AD, the One Show, Communication Arts, the Clios, and the President’s Design Award, Singapore, which honours work from various disciplines including architecture, performance arts, product design, and environmental design, to name a few.

Lim Sau Hoong began her career at Ogilvy & Mather Singapore, where she spent 11 years working her way from Junior Copywriter to Creative Director. In October 2000, Sau Hoong co-founded her own agency, 10AM Communications, where she remains Chief Executive Officer and Executive Creative Director.

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Sau Hoong has represented Singapore on the jury for Cannes, Clio, as well as the prestigious President Design Award, Singapore. In 2006, she was also voted Singapore's three most influential media persons.

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