



ESSENCE TO CARRY ALL RETAINERS INTO 2010

16 December 2009 - Essence Communications will continue its relationship with all its existing retainer accounts, carrying them into 2010, which will also mark the agency's 10th anniversary.

The consultancy bagged several new retainer accounts in 2009, one of the newest being appointed the official public relations agency for Hewlett-Packard Malaysia, which will see the agency oversee public relations duties and product-based initiatives for the technology solutions group in the corporate division. The appointment was effective from September 2009.

Other notable wins in 2009 include being appointed the official PR agency for Mahkota Medical Centre, Malacca and the International Football Arena conference project, dubbed the "World Economic Forum of Football" which was completed last month. The three-day conference saw key figures in the business of football come together in Kuala Lumpur to facilitate the exchange of ideas, know-how and pooling of experience in the global football industry.

Essence will also maintain its servicing of all its key retainer accounts, including Cyberview, the landowner of Cyberjaya, the third most profitable GLC in the country; Etihad Airways, the national airline of the United Arab Emirates, touted by industry professionals as the fastest growing airline in commercial aviation history; Colgate-Palmolive, a worldwide leader in the field of oral and personal care and Fitness First, the number one Health and Fitness Centre chain in the country.

According to Founder and Group Managing Director, Mr. Felix Heinemann, "We are indeed honoured to be servicing clients who are leaders in their respective fields and moving into 2010, we intend to further strengthen our relationship with all our accounts and continue the promising growth which we have been experiencing since Q3 and Q4 of this year."

Throughout its operations, Essence Communications has serviced accounts over a wide spectrum of fields, including the corporate, pharmaceutical, healthcare, motoring, telecommunications, property, aviation, lifestyle, fashion and FMCG industries. Both multinationals and SMBs are part of its client portfolio.

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