



MEDIA RELEASE

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STRIKING WHILE THE IRON IS HOT! – ESSENCE COMMUNICATIONS WINS VALE

PR agency to handle communications around Vale’s multi-billion investment in Perak

Kuala Lumpur, 27 March 2011 - Following a highly competitive pitch, Essence Communications has been appointed to take on public relations, strategic communications and media management responsibilities for the Malaysian operations of Vale, a global leader in the mining industry and the world’s leading producer of iron ore and nickel.

Vale’s initial multi-billion ringgit investment places Malaysia at the centre of its efforts to expand across Asia. As a global leader in the mining industry, Vale employs more than 100,000 people in over 38 countries worldwide. Companies around the world require Vale’s minerals to develop the products we all depend on. For example, Vale’s iron ore goes into the steel that supports the skyscrapers that we work and live in.

Vale will not be mining in Malaysia; rather its new operations include a regional iron ore distribution center in Perak and a Shared Services Organisation office in Bandar Utama. At the regional hub in Perak, iron ore will be shipped from Brazil to Perak for storage and then be distributed to customers across Asia-Pacific. The centre is scheduled to be operational in 2014, with the first phase of construction slated to begin in mid 2011.

Mr. Felix Heinemann, Group Managing Director of Essence Communications said, “I am extremely pleased that Vale has chosen to partner with Essence Communications. Through comprehensive preparatory work and extensive research on Vale’s business, our team convinced Vale that our capabilities were the right fit. This high-level project with its multiple areas of demanding stakeholder communications and strategic positioning is an ideal win for us.”

Vale noted that their decision was based upon Essence’s in-depth understanding of their business and the environment in Malaysia, which was clearly evident in the proposal. Additionally, Vale expressed that the Essence team demonstrates the professionalism and dedication that is required of such a large project.

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About Essence Communications

Essence Communications (www.my-essence.com) is a leading Malaysian communications firm dedicated to providing integrated solutions designed to support business goals, marketing strategies and the unique value of client brands. Essence's services are sought by multi-national companies or larger-scale Malaysian companies where stake holder communications is of major focus. Established in Kuala Lumpur in 2000 by Felix Heinemann, Essence is today a subsidiary of WPP (NASDAQ:WPPGY), one of the world's leading communications networks. Essence is the proud winner of MPRA 2010 Gold Award for Best Overall PR Campaign.

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