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NEWS RELEASE

HB&M EXPANDS SERVICES TO GREATER CHINA

Harris, Baio & McCullough (HB&M) has expanded its scope of services by forming an affiliation with an established Asian marketing communications firm. Under a formal agreement with the Asian agency, HB&M now offers integrated marketing communications services to clients marketing in Greater China.

HB&M's affiliate has offices and staff in Beijing, Chengdu, Guangzhou, Hong Kong, Shanghai, and Taipei, all of which are accessed via HB&M in Philadelphia.

The portfolio of services offered through the affiliation covers the full spectrum of marketing communications related to (but not limited to) the following: Advertising (all media), Collateral Materials, Conferences & Events, Corporate Image, Branding, Public Relations, Trade Shows, Web-related Services, Sports Marketing and Market Research.

"We are very pleased to have formed this relationship," says George Harris, HB&M president. "During our evaluation of a working partner for China, we engaged them in a branding project for one of our clients who has an interest in expanding its footprint in China. Our affiliate's research work, and their response and recommendations were timely and right on target."

"The marketing scene in China can present a bewildering array of challenges, as well as possibilities," adds Bob McCullough, executive vice president of HB&M. "After personal interaction with our affiliate, we are very confident that they are the right working partner for HB&M in Asia. They have the unique ability to execute programs in China (for example) at a very local level, while maintaining the strategic big picture for clients."

Harris, Baio & McCullough (HB&M) – established in 1986 – is a full-service agency providing integrated marketing communications services to a diverse group of regional, national and international clients.