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TAVISTOCK EXPANDS PRESENCE INTO SOUTH EAST ASIA WITH FIRST CITY TIE UP Deal Brings Hong Kong Office and Established Chinese Capability

Tavistock Communications, one of the UK's leading providers of financial public relations and investor relations services, announces that it has agreed terms with the established financial and corporate communications consultancy, First City Financial Public Relations.

Under the terms of the agreement, Tavistock will provide a wider range of services for First City's existing UK and Asian clients, currently numbering 17 AIM companies. The First City team will continue to expand its already strong portfolio of clients based in China and the Far East from its office in Hong Kong. The agreement will also see joint marketing initiatives, board representation and equity interests on both sides.

First City was established in May 2002 by Allan Piper, who previously edited The Financial Mail on Sunday, to provide strategic advice and support for small-cap AIM-quoted companies. In early 2005, the agency established a Chinese presence with a Hong Kong office run by Jiang Lei, a native Mandarin speaker. It has since built a strong Chinese client base, and established a marketing network around the eastern Pacific Rim.

Commenting on the agreement, John West, Chief Executive of Tavistock said: "The First City team has already established itself as a leading participant in the dynamic and exciting South East Asian market. We believe, very strongly, that taking a 'best of breed' approach is the best way of working with international partners and this tie up establishes an outstanding partner for Tavistock, its clients and its staff in the Asia Pacific Region."

Allan Piper, Managing Director of First City said, "A strong brand, good cultural fit and shared ambition was key to us in selecting the right partner at this stage in our development, and we are delighted to be working with Tavistock. Offering an 'on the ground' presence in the region and having a dedicated team that speaks Mandarin and Cantonese gives both Tavistock and First City China a strong strategic advantage when competing in this unique market. In summary, we believe that we offer a fresh, independent alternative in a dynamic market, where the international chains have to date failed to show a full understanding of the cultural communication issues."

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For further information please visit: www.tavistock.co.uk / www.firstcitypr.cn or call:

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About Tavistock

Tavistock Communications is one of the UK's leading providers of financial public relations and investor relations. Our clients range from FTSE 100 international companies to growing UK and overseas businesses quoted on AIM; from multi-national fund managers and real estate players to domestic providers of professional services. Established in 1991, Tavistock Communications is employee-owned and based in the City of London.