

Xinhua PR Newswire Becomes Official Media Partner of AmCham-China

Beijing, June 16, 2008 -- Xinhua PR Newswire ("XPRN"), the first and largest corporate news distribution service in China, announced today that it has entered into an agreement with the American Chamber of Commerce in the People's Republic of China ("AmCham-China"), the largest foreign chamber of commerce in China. Under the agreement, XPRN and AmCham-China will work together to extend the reach of business information across China while helping AmCham-China's members to succeed in the growingly competitive Chinese market.

The agreement covers several key projects designed to facilitate the flow of information to each of AmCham-China's members and beyond. Through the agreement, AmCham-China will be able to take full advantage of XPRN's unrivaled dominance in news release distribution in China. With XPRN's media network reaching more than 10,000 journalists from over 3,000 media outlets across China, AmChina will have a perfect platform to benefit its more than 1,100 corporate members.

Also, as part of the agreement, XPRN and AmCham-China will collaborate in offering public discussions and seminars aimed at helping AmCham-China's members improve their understanding of the media and communications landscape in China so that they could communicate more effectively with the local media and general public.

"Businesses today know the importance of developing and delivering clear and concise messages about their products, services, values and activities," said Jim Ruderman, vice president of communications, AmCham-China. "Still, many Western companies operating in the fast-changing Chinese market are unsure about the best way to get their message out most effectively. By leveraging Xinhua PR Newswire's well-developed distribution network and their knowledge of the local media, we and all of our members now have a far more effective platform to raise our visibility among our customers, the business community and the general public here."

"During the past two decades, thousands of American companies have started doing business in China," said Yujie Chen, director of Xinhua PR Newswire, "We are committed to bringing these companies closer together with the Chinese market. The partnership with AmCham-China is not only an acknowledgement of our unique competence but also provides a good channel for us to better understand clients' needs."

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More Information:

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Notes to Editors

About Xinhua PR Newswire

Xinhua PR Newswire (XPRN), an alliance created between Xinhua Finance and PR Newswire, assists companies and organizations in delivering their news releases to the media, individual and institutional investors, and the general public worldwide, with clipping, monitoring, measurement and media intelligence services. Utilizing PR Newswire's global news distribution network, Xinhua PR Newswire can send clients' press releases to 170 countries in 40 languages. Visit <http://www.xprn.com> for further information.

About AmCham-China

The American Chamber of Commerce in the People's Republic of China (AmCham-China) is the largest Beijing-based foreign business association. A non-profit organization, AmCham-China is dedicated to improving the business climate in China. Its membership includes more than 2,600 individuals from more than 1,100 companies of all sizes, representing virtually every industry. It has more than 40 industry- and issue-specific forums and committees, offers unique business information and services and interacts frequently with US and Chinese officials to discuss challenges and opportunities facing US firms doing business in China.