

AC Capital Blog Joins the Conversation

Beijing, 25 April 2006 – AC Capital Strategic Public Relations, a China-based corporate affairs and public relations consultancy, announced today the launch of its own web-log or blog.

Speaking on the launch of the blog, the firm's founder and managing director, Alistair Nicholas, said "It's impossible to ignore the importance of the blogosphere in today's media. Blogs represent a new way for PR professionals to keep pace with the intellectual trends and practices of the industry. AC Capital plans to be at the forefront of such developments and launching our own blog is a clear way in which we will continue to lead the industry in China."

The **AC Capital** blog will initially be an extension of the firm's monthly newsletter, **Off The Record**, and will share the same name and much of its material. The newsletter combines commentary on everything from general issues in the China scene, to important developments in the public relations world. The blog will continue to do this, but, because of the nature of the Internet, will also provide "faster to market news and views" and a platform for interactive discussion. As issues emerge, ideas and thoughts can instantly be entered into the debate.

Although still in its early stages of development, the blog already has three discussion categories – This is China, PR News and Views, and The PRofessional Life. Mr. Nicholas said, "using these [categories] as a platform, the blog will grow and continually update itself as it becomes apparent what the China PR community wants and what we can provide".

Blogging is now unavoidably a part of our world and PR agencies such as **AC Capital** are demonstrating the industry's increasing recognition of its importance. Mr. Nicholas said in conclusion, "becoming familiar with blogging can only benefit our clients who also need to be adept with this new social trend. It has considerable potential to impact corporate reputations and the bottom lines of companies".

The **AC Capital** blog can be found at <http://accapitalpr.blog.com/> or by contacting william.hilton-thorp@accapitalpr.com for more information.

AC Capital Strategic Public Relations (www.accapitalpr.com) is a Beijing-headquartered public relations agency founded in 2003 in order to provide clients the unique combination of international experience and boutique agency focus and dedicated attention. AC Capital's clients include Global Fortune 500 companies and foreign government agencies operating in China.

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Contact: Alistair J. Nicholas – (86) 1350-115-2048
