

MZ Group Widens Global Reach after Merger with Chinese Financial PR Firm AICC

Wellson Shen, founder and President of MZ China (formerly AICC), leads the Group for further expansion with MZ's unique investor relations "one-stop-shop" business model in China

Beijing, Hong Kong and New York, February 15, 2011 -- MZ Group (www.groupmz.com), a multinational company and the world's largest independent investor relations consulting firm, providing one-stop-shop financial, corporate governance, applied technology and integrated corporate communications services, today announced that its subsidiary MZCAN Ltd. (Hong Kong) has merged with Beijing Joinn Alliance Investment & Consultancy ("AICC"), a leading Chinese financial and public relations firm. The transaction marks the first ever M&A in China's financial PR industry initiated by a multinational entity. AICC was renamed MZ China (www.mz-ir.com/china) and remains under the leadership of its founder Wellson Shen.

MZ China was one of the first financial PR firms established in China. With insight and innovation, it has become an active player, offering a comprehensive suite of services that include underwriting and advisory services, investor event marketing and value management. In 2003, MZ China piloted new advisory services for the reform of share re-structuring. In 2006, MZ China introduced investor meetings and road shows in China, helping Mainland China companies to enhance their communication practices.

Wellson Shen, founder and President of MZ China, said: "In China, capital markets still lag behind developed countries in terms of maturity, and the majority of listed companies still have a limited understanding of investor relations. However, the explosive growth of IPOs has sparked more and more discussion on the subject. I've observed that, after eagerly tapping capital markets, many listed companies often overlook the quality of their information disclosure and accountability to shareholders. Through our merger with MZ Group we will bring today's most successful IR practices to China, which will help enhance the competitiveness of Chinese listed corporations in the global community."

MZ China's one-stop-shop product and service offering is unique. "No other company, either local for the A-Share market or foreign for the ADR market, will be able to match our comprehensive approach, from basic IR and PR services outsourcing to board advisory, stock surveillance and market making, and from a simple webcast to state-of-the-art integrated technologies for IR, PR, corporate secretaries and shareholders," added Wellson Shen. MZ China's service offering includes:

Financial PR and Investor Relations Consulting – a structured program that prepares Mainland companies for IPOs and secondary share offerings on the Shanghai and Shenzhen stock exchanges, as well as for listings on other exchanges (i.e. NASDAQ OMX, NYSE, Hong Kong and BM&FBOVESPA), with components that include: planning and execution of PR activities; creation of financial communication materials; monitoring of media activities and management of media relations; logistics support for road shows in book-building processes; coordination and management of online investor meetings; crisis management; planning and execution of listing ceremonies and celebration parties.

Corporate Governance Advisory and Portal – a proprietary tool to support board members in their primary responsibilities, facilitating secure interaction, information flows between committees and directors, and the management of activities and agendas. A recently launched centralized database tool, InvestorVantage (www.investorvantage.com), also enables collaboration between corporate executives and shareholders, management of analyst opinions and shareholder feedback, investment decisions, peer analysis and value creation.

IR Services (strategic and outsourcing) on a Retainer Basis – review of current IR plan; integrated media communications; media monitoring; training of executives and IR personnel; event planning and execution of investor activities; online annual reports; benchmarking, liquidity and perception enhancement, crisis response and prevention, etc.

Corporate and Investor Relations Websites – developing, maintaining and operating industry leading websites, including hosting and 24/7 support services, interactive data and modeling tools, mobile site, RSS/XML feeds, social media, and web video and audio features to create a compelling user experience.

IR Management System (CANpanel) – a powerful application service platform for managing investor relations content and services on IR websites. In just a few clicks, users can easily publish and distribute IR information, interact with investors, measure results and identify potential investors.

Conference Calls and Webcasts – a comprehensive package of communication services that includes conference calls, audio and video pre-recording and editing, webcasts and transcripts.

Global Content Distribution Network – global content distribution channels consisting of financial media, databases and websites to extend the coverage of companies' IR information to sell-side and buy-side analysts, portfolio managers and investment professionals in over 120 countries.

Investor Relations CRM (IR-CRM) – software that defines key IR metrics, such as trends in the shareholder base, history of investor relationships, and activities and assessments to improve the effectiveness of the IR team. The most advanced features and databases are found in irNavigator (www.irnavigator.com).

Online General Meetings – an exclusive platform for participating in and voting remotely at general meetings using digital certificates (www.onlinegeneralmeetings.com).

Other New Products and Services – stock surveillance (www.mzilios.com), media relations solutions, online annual reports, EDGAR filings (SEC), XBRL conversion, etc.

“The merger makes for a great combination of entrepreneurship, expertise, products, services and geographic footprint, underpinned by a shared commitment to continuous growth and client satisfaction and the unique one-stop-shop business model at both MZ Group and MZ China. We are very enthusiastic about the vast opportunities that lie ahead, given the current and future

challenges involving corporate governance, transparency, accessibility, value creation and fair disclosure that are arising in China's rapidly expanding market. A new and more international model of investor relations must play an ever more prominent role in corporations' competition for capital, especially now as we approach the creation of the International Board of the Shanghai Stock Exchange," said Rodolfo Zabisky, Chairman of MZ Group.

About MZ China (www.mz-ir.com/china): MZ China, formerly AICC, is an MZ Group subsidiary focusing on the China market. Founded in 2000, MZ China was one of the first financial PR consulting firms established in Mainland China. MZ China's commitment to premium services is based on its one-stop-shop business model, which includes planning and execution of financial events (IPO, secondary stock offering), integrated investor and media relations programs and a commitment to creating value for its clients' shareholders (liquidity, shareholder ID and surveillance, investor targeting, board and financial advisory services and complete technology infrastructure). MZ China has already served 200 Chinese companies listed on the main board, SME board and second board that span across more than 50 industries in 28 provinces.

About MZ Group (www.groupmz.com): MZ Group is a multinational company and the world's largest independent investor relations consulting firm, providing one-stop-shop financial, corporate governance, applied technology and integrated corporate communications services. Established in 1999, MZ Group focuses on innovation and customized client service with its unique IR business model. With offices in New York, Chicago, São Paulo, Hong Kong, Beijing and Taipei, MZ Group currently has over 250 professionals serving more than 500 clients in 10 countries. MZ Group's services include: planning and implementing global investor relations programs, market intelligence and database, structuring companies for IPOs, IR applied technology, corporate governance practices, corporate communications and the exclusive Online General Meetings (www.onlinegeneralmeetings.com).

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