



720 Brazos, Suite 1013
Austin TX 78701
(512) 334 5943

22 Pacey Ave
North Ryde NSW 2113
+61 2 8213 3186

KCG and Intelligen announce key new Partnership for APAC Analyst Relations

Austin TX and Sydney Australia – World leading Analyst Relations Strategy firm The Knowledge Capital Group (KCG) has signed a key agreement with Intelligen, the recognized authority on Asia Pacific based Industry Analysts.

Under this agreement, Australia-based Intelligen becomes a Strategic Partner of KCG, able to provide extended insight and services to KCG's worldwide client base. Led by Managing Director, Dave Noble, Intelligen has strong relationships with local analysts and vendors in key markets including Australia, Singapore, Hong Kong and China, as well as other emerging country markets.

KCG President Stephen England said – “We have seen dramatic growth in the demand for targeting, training, metrics and program development in the whole APAC region from many of our major clients. Partnering with someone of Dave's caliber enables us to offer more in depth advice than ever before with the added advantage of a regional presence. We expect to see great uptake of our jointly developed services in 2007 and beyond”.

“KCG has built an enviable reputation as the global leader in analyst relations by developing a range of practical solutions to meet the needs of key technology vendors,” said Dave Noble. “The combination of KCG's deep AR expertise with Intelligen's contextual understanding of the dynamic Asia/Pacific region will prove compelling to vendors seeking to expand their awareness and relationships in these burgeoning markets.”

The combination of these two firms will enable joint clients to achieve the following results specifically:

- Better target and dissect the coverage areas of individual analysts
- Build better and more productive programs with richer interactions
- Train their AR teams, interactors and sales forces to maximise the positive impact on sales
- Measure their program's effectiveness and their comparative research coverage
- Support their AR programs with issue based inquiry services in multiple time zones

For more information contact:

Stephen England, KCG – england@knowledgecap.com or
Dave Noble, Intelligen - dave@intelligen.com.au