



iProspect Malaysia Sdn Bhd (756299-X)

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## Search Engine Marketing Firm iProspect Launches in Malaysia

*iProspect Announces Major Asia-Pacific Expansion -- Forges Ahead with Globalization*

Malaysia, November 30, 2007. iProspect, the Original Search Engine Marketing Firm, today announced the launch of [iProspect Malaysia](#). The launch is part of a major expansion in the Asia-Pacific region for iProspect that includes offices in [Singapore](#), [Hong Kong](#), and [Australia](#). The new offices are part of iProspect's continued worldwide expansion designed to offer marketers a seamless global search engine marketing solution.

The launch of iProspect Malaysia answers the call of local marketers who have been seeking sophisticated and comprehensive search marketing services with global capabilities. Recognized as a pioneer in the industry, [iProspect](#) has developed proprietary technologies that far exceed the tools available locally. The search engine marketing (SEM) firm has also invested in the development of rigorous training and certification programs for its search marketing professionals around the globe.

"The launch of iProspect Malaysia represents a huge opportunity for local marketers," said David Wee, General Manager, iProspect Malaysia. "It brings the world's best search processes, tools, and techniques directly to the Malaysian market." Wee explained, "iProspect is known -- around the world -- as the premiere search engine marketing solution. They set the standard that everyone else aspires to. Nothing else in this market can compare to what iProspect has developed over the past 12 years. Clearly, marketers who embrace this rich offering will have a considerable advantage over their competitors."

Founded in the U.S. in 1996 and acquired by Aegis plc in 2004, iProspect is part of [Isobar](#), a global network of leading digital agencies. "Search engine marketing is one of the most effective -- yet most overlooked -- marketing tools available," said Patrick Stahle, CEO, Aegis Media Asia Pacific. "It has tremendous power to reach out to the massive Internet population in a targeted and cost efficient manner. The launch of iProspect operations in Asia allows for seamless integration with other Isobar agencies, and will provide the most strategically integrated communications offering in the region."

The growth of broadband penetration in the Malaysian online market is maturing year by year, and the daily use of search engines such as Google and Yahoo! by Malaysians is relatively high. According to a recent study by Carat, Malaysians have rapidly moved online in their everyday lives to search for information on mobile phones, automobiles, travel packages, computers, and much more.

"We believe that search engine marketing will be an essential element of mainstream marketing," said Barney Loehnis, network director of Isobar Asia Pacific. "In the U.S., spending on search engine marketing is up 62% and is expected to continue to grow (Source: [SEMPO](#)), and in Asia, search will be 30% of digital budgets by 2010." Loehnis continued, "Despite the fact that 70% of Asians are Internet users, companies are slow to tap into the power of search engine marketing simply because of a lack of awareness and/or misconceptions they have about search marketing. Early adopters of SEM are able to rapidly grow their business by utilizing its power while cutting advertising waste in terms of cost and reach."



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## About iProspect

iProspect is the Original<sup>®</sup> [Search Engine Marketing Firm](#). The company helps many of the world's most successful brands maximize their online marketing ROI through natural [search engine optimization](#), [paid inclusion management](#) as a Yahoo! Search Submit Certified Ambassador, [pay per click advertising management](#) via their own patent-pending bid management agent called iSEBA<sup>®</sup>, and numerous other search-related services.

With U.S. offices in Watertown, Massachusetts and San Francisco, California, as well as [offices across the globe](#), iProspect can be contacted at 1-800-522-1152, or by visiting [www.iprospect.com](http://www.iprospect.com).

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