



BITE COMMUNICATIONS ACQUIRES DIGITAL MARKETING FIRM ONEXENO

*Michael Zung Joins Bite as Asia Pacific Managing Director, Digital;
David Ketchum Takes on Global Digital Role*

September 13, 2010 - HONG KONG: Bite Communications has acquired digital marketing firm OneXeno, which it will integrate into its Asia Pacific operations to offer clients new levels of service, expertise and digital communications tools. OneXeno's founder Michael Zung joins Bite as managing director, digital, Asia Pacific, on September 20.

OneXeno is a Hong Kong-based regional consultancy that optimizes clients' business strategies using digital marketing. Services include interactive campaigns, search marketing, social media management, email marketing, and digital creative work. Current clients include Coach, eBay, PCCW, SaSa, Smartone-Vodafone, Swire Group, Toys R Us, and Turner Entertainment Interactive Media. The OneXeno team will join Bite and trade under the Bite name.

The move is part of a global initiative to significantly increase the value of digital strategy advice and scope of campaign execution that Bite delivers for clients. Bite Asia Pacific president David Ketchum has taken on worldwide responsibility on the Bite Board to oversee digital and social media development. In August, industry leader Simon Mathews joined Bite's San Francisco offices as head of Digital Strategy, North America, complementing the strong digital capability of Bite in Europe, led by Daniel Sands.

Mike Zung founded OneXeno after serving as managing director of North Asia for DoubleClick. More recently Mike launched and headed up HSBC Direct in Taiwan and was responsible for the growth of HSBC Direct in Korea and Taiwan, the first "branchless bank" in both countries.

"The OneXeno team and the portfolio of services they deliver will greatly enhance our ability to lead and support our clients as they move along their digital journeys from starting to experiment with the tools to fully integrating digital and social media into their strategies," said David Ketchum. "Bite has always been at the forefront of integrating digital into the communications campaigns we create for clients and Mike and his team bring to Bite a valuable combination of digital strategy, new online tools and relationships."

"Although digital marketing has transformed many aspects of business, what hasn't changed is clients' focus on achieving sales and brand-building results, and that can be done best by deploying campaigns that span owned, paid and earned media," said Mike Zung. "Today's clients are looking



for more than just social media and on-line public relations; they are looking for digital initiatives that help them meet their bigger picture marketing and business development objectives. Bringing OneXeno's strategic digital insights and technical skills together with Bite's regional and global networks will propel our capability and client service to the next level."

"Bite is investing in both the people and the proprietary tools needed to keep clients at the forefront of the use of digital and social media marketing, said Paul Mottram, Bite executive vice president, Asia Pacific. "Bite's Point of View approach has opened significant new ways to integrate social media into client campaigns, and the use of all forms of earned, owned, and paid media has helped Bite push past the usual realms of what it is possible for a public relations firm to achieve on behalf of its clients."

About OneXeno

OneXeno Limited was founded in 2003 in Hong Kong as a digital marketing consultancy focused on listening to clients' needs and providing objective solutions to optimize clients' business strategies using digital means. Services provided include interactive campaigns, search marketing, social media management, email marketing, and digital creative work. In addition to providing in-house services, OneXeno also partners with technology firms, online publishers, and other suppliers to ensure that clients' marketing needs are met. Mike Zung founded and led the company until he joined HSBC's Asia Pacific personal banking operations as Senior Vice President in 2006.

About Bite Communications

Bite Communications is a 180-strong communications consultancy with offices in Beijing, Hong Kong, London, New York, Paris, San Francisco, Shanghai, Singapore, Stockholm, Sydney and Toronto. Bite combines insight, expertise and passion to help its clients create points of view that shape valuable conversations. Current clients include Citi, Disney Channel, HP, HTC, Jumeirah, Qantas, Siemens, Skype, SWIFT and Trend Micro. Visit us at: www.bitecommunications.com

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