



BSY ASSOCIATES INC. AND RTG COMMUNICATIONS LAUNCH TRADE PARTNERS WORLDWIDE MARKETING AND PR NETWORK

Partnership By Leading Transportation and Logistics Industry PR Firms Provides
Clients Regionally Targeted, Globally Integrated Marketing Capability

BSY Associates Inc. and RTG Communications today announced the formation of Trade Partners Worldwide, a global marketing agency network dedicated to providing integrated brand development and public relations campaigns for clients in the transportation, logistics and international trade industries.

As the founding network partners, BSYA (based in New Jersey) and RTGC (based in Hong Kong) are combining BSYA's 35 years of international marketing experience in North America with RTGC's industry-leading PR capabilities in Asia. The two partners are exploring additional network partners in Europe, South America and other locations worldwide. BSYA and RTGC will retain their separate business identities, clients and ownership.

Initially, Trade Partners Worldwide will target clients looking for integrated brand development and public relations campaigns in the United States and China markets. The service offering includes marketing strategy, advertising, press releases, media relations, port representation, trade missions, exhibitions and design. RTGC and BSYA are committed to delivering the highest quality integrated marketing and PR services that consistently exceed client expectations for effectiveness and value.

"Trade Partners Worldwide is the first agency network dedicated to providing brand development, marketing, public relations and trade facilitation services to companies active in global commerce anywhere in the world," said Gordon Forsyth, BSYA Managing Partner. "Our firms together deliver the right combination of industry experience and local market knowledge to deliver truly integrated global campaigns."

"Our clients are among the leading global logistics, trade and transportation service providers and there is growing demand from within the industry for professional PR and marketing services. Trade Partners Worldwide brings together the leading agencies in Asia and the US with a deep understanding of the shipping and logistics sectors," said Russell Green, Managing Director, RTGC. "Clients will be able to benefit from our growing networks in Asia and the Americas supporting their marketing activities in the world's fastest growing markets."

About BSYA (www.bsya.com)

BSY Associates Inc. is an award-winning marketing agency offering brand management, public relations, marketing consulting, corporate communications and promotional services to companies worldwide. Started by Senior Partner and CEO Barbara Spector Yeninas in 1974, BSYA continues to lead—exceeding expectations for clients attracted to the agency's expertise and entrepreneurial style. BSYA has been named one of Crain's Top B2B Advertising Agencies in the United States for three years running from 2007-2009.

About RTGC (www.rtgcommunications.com)

RTG Communications is the only specialist PR and Marketing Communications company in Asia dedicated to the shipping and logistics sector. Based in Hong Kong with an office in Shanghai and network affiliates in Singapore, Tokyo and Seoul, RTGC provides a full service offering to clients across the region. Founder and Managing Director, Russell Green established the company in 2002, following a decade at Cargonews Asia, as Editor and Publisher.