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FOR IMMEDIATE RELEASE

Proactive Worldwide Extends CI Capabilities in Asia, Pacific Rim

ROLLING MEADOWS, IL, August 28, 2008 – U.S.-based competitive intelligence (CI) firm Proactive Worldwide, Inc. announced today that it is opening an office in Shanghai, China in September 2008 to facilitate the company's global operations. Enhancing Proactive Worldwide's ability to conduct CI research, consulting and training throughout Asia, the Managing Director for this office will be Sean Freston, M.B.A. (Thunderbird School of Global Management), a veteran Asia/Pacific Rim CI practitioner specializing in life sciences and consumer goods.

"I'm excited that companies across multiple industries can rely on Proactive to address their business intelligence needs to develop new opportunities in Asia and the Pacific Rim," said Mr. Freston.

A seasoned manager fluent in Mandarin Chinese, Mr. Freston has over 10 years of CI experience, including six years with Proactive. He has developed an extensive network of Asian contacts in the five-plus years he has worked in the region. Previously, as part of a U.S.-Chinese joint venture in Sichuan, China, he served as general manager for a consumer goods manufacturer. He has also led projects in the pharmaceutical and medical device field while working as a consultant for a clinical research organization in China.

"With Sean's superb business experience and cultural knowledge," said Gary D. Maag, Proactive's Chairman and CEO, "we're looking forward to this local presence assisting clients with their needs related to CI, business development, mergers and acquisitions, and global brand strategy in this increasingly important commercial region." David J. Kalinowski, Proactive's President and COO said, "Sean upholds our core values of being hungry, humble and intelligent and will add tremendous value to our clients."

The opening of its Shanghai office will give Proactive Worldwide even greater capabilities to provide timely, targeted competitive intelligence to clients across a wide range of growth industries.

About Proactive Worldwide, Inc.

Proactive Worldwide, Inc. specializes in customized decision support research and consulting for U.S. and multinational clients. The company is in the business of obtaining raw data, analyzing it, and identifying relevant strategic and tactical steps that clients can take to stay Out in Front[®] of the competition. Its multi-lingual staff has been providing CI services for over 13 years in the fields of life sciences, financial services, technology and telecommunications, and consumer and industrial goods. For more information, please call 847-483-9300, and visit www.proactiveworldwide.com.

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