



MEDIA RELEASE

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Sun Tzu's The Art of War:

"Energy may be likened to the bending of a crossbow; decision, to the releasing of the trigger."

TIGER-CONSULTING: THERE'S NO TIME LIKE THE PRESENT FOR U.S. AND EUROPEAN BUSINESSES TO PULL THE TRIGGER, AND EXPAND INTO ASIA

HR and Payroll Outsource Firm Helps Western Companies to Join, Take Advantage of Thriving Asia Economy, Which is Well-Positioned for Continued Growth in 2012

San Diego CA, January 12, 2012—Tiger-Consulting, a leading Asia-based HR, Payroll and Employment Outsource Firm that specializes in helping international companies to successfully expand and do business in Asia while remaining compliant with local laws, is encouraging Western companies to join the thriving Asia economy, which experts say will continue to achieve more significant growth in 2012 than the U.S. and Europe. The firm now supports Asia operations for 100+ enterprise clients in countries including Australia, Cambodia, China, Hong Kong, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.

"Due to inflation and the global impact of economic woes in America and Europe, Asia has reduced its overall growth rate. Even with reduced forecasts, Asia is still expected to grow in 2012 at nearly five times the speed of America's economy, seven times that of Europe," said Tiger-Consulting President & CEO, Neil Satterwhite.

According to a recent report from Fitch Ratings, Emerging Asia is expected to expand 6.8% in 2012.¹ Meanwhile, David Rosenberg, chief economist and strategist for Gluskin Sheff & Associates, says that the U.S. faces even greater challenges this year, projecting growth of 1.5-1.75% in 2012.² At the same time, the European Commission lowered its expectations of Europe, which is now expected to achieve only 0.8% growth this year.³

"Asia remains a very attractive market. The economy continues to grow and there's still ample opportunity for businesses willing to pull the trigger, as Sun Tzu would say. We make that decision easier for companies by serving as their back-office here in Asia, supporting every need from hiring and staff management to payroll and reporting. Most importantly, we keep our clients' Asia operations legal, which can be difficult for companies to do without in-depth understanding of local laws, which are different in each country," said Satterwhite.

Staffed by experienced expatriate and Asian business professionals with extensive knowledge of Asian business laws, practices and culture, Tiger-Consulting offers quality, cost effective HR, Payroll, Employment and Outsource Services to support its customers' Asia-based operations. The entire team at the firm speaks English as well as the languages of the 12 countries it currently serves to support clients across industries including IT, telecommunications, social networking, finance, pharmaceuticals, travel, restaurants and hospitality.

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¹ "Asian Growth Forecasts Cut by Fitch as Singapore Output Declines.," Bloomberg, December 22, 2011

² "U.S. Economy's Challenges Greater This Year Than Last, Gluskin Sheff Says," Bloomberg, January 9, 2012

³ "Europe's Growth Forecast Is Lowered," New York Times, November 10, 2011

Satterwhite added, "We've carved out a niche and built our team according to the very specific needs of our growing base of enterprise clients. As an American Expatriate myself, it's important to note that our customers' marked growth in Asia is helping to positively impact their overall bottom line, allowing some companies to even hire additional staff in the U.S. and other areas where they are based, during a tough economy in the West."

Tiger-Consulting caters to clients that have or want to have 1-100 employees in Asia. The firm's specialized HR and Payroll Outsource Services range from qualifying and hiring local employees and managing their benefits, insurance and worker's compensation to facilitating staff payroll and government payments for tax and social security, all according to local business laws and regulations. Tiger-Consulting also provides administrative support for its clients and offers consolidated reporting, local pricing, invoicing and banking services in English.

"Our customers continue to experience strong, sustained growth in this region, and we encourage other global businesses to follow their lead, and take advantage of what is a unique and promising business opportunity. We make expansion into Asia as easy as a phone call, and consultations are free of charge," said Satterwhite.

About Tiger-Consulting.net

Founded by an American Expatriate with more than 40 years of HR and Payroll Management experience (the last 20 years based in Asia), Tiger-Consulting is committed to making expansion and management of satellite operations in Asia easier for international businesses. The firm now supports business operations for 100+ enterprise clients across 12 Asia-Pacific countries including Australia, Cambodia, China, Hong Kong, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam. For more information, visit www.tiger-consulting.net.

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