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HONG KONG, October 12, 2008 **/24-7PressRelease/** -- OSIM 2008 Hong Kong Triathlon to be held from 15-16 November at the Hong Kong Disneyland resort. Prosperity Research's Social Network Marketing campaigns generate much higher level of engagement to encourage athletes of all abilities to register for this event.

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Prosperity Research announced today that it has been appointed by Enterprise Sports Group, the organiser of the OSIM 2008 Hong Kong Hong Kong Disneyland resort, as the Social Network Marketing experts for the triathlon. Registration is open until 26 October.

"We are very excited to partner up with Enterprise Sports Group on such a high profile sporting event", says Doug Alan White, the founder of Prosperity Research. "Our main goal is to promote the event online utilising Social Network Marketing and its multiple channels."

White continues: "Sporting events greatly gain from optimised online word-of-mouth campaigns as a lot of sports enthusiasts utilise the internet to gather information and chat about their passion. Our sports related campaigns have been hugely successful and very well received by the sporting community. Our past campaign performance shows that we can generate a much higher level of customer engagement than traditional media. We are confident that we will obtain the same results for the OSIM 2008 Hong Kong Triathlon ITU Asian Cup."

The Social Network Marketing campaign for OSIM 2008 Hong Kong Triathlon ITU Asian Cup will follow the results-proven Social Network Marketing steps fully leveraging the online free space and social networks:

- Optimal content placement thorough web search based on key words and demographic information
- Creation of text content for all channels (e.g. blog, forum, bookmark and video description)
- Creation of high content, high energy internet-optimised videos introducing the event
- Distribution of content (video, text and graphics) across all Social Networks
- Monitoring and responding to comments to manage viewer sentiment.

About Prosperity Research

Prosperity Research, Asia's leading Social Network Marketing consultancy. Created by Mr. Doug Alan White in June 2007, the agency prides itself in its deep understanding of online marketing.

Prosperity Research's Social Network Marketing campaigns increase brand visibility online by creating efficient internet campaigns. Brand integrity is maintained while significantly increasing the opportunity for brands to be found wherever people search for content.

Go to <http://soutv.blogspot.com> or www.so-u.tv for more information.

About the OSIM 2008 Hong Kong Triathlon ITU Asian Cup

The OSIM 2008 Hong Kong ITU Triathlon Asia Cup is a celebrated Hong Kong sporting event and is organised and run by the Hong Kong Triathlon Association with the assistance of ESG and sponsored by OSIM. The event will be held from 15-16 November at the Hong Kong Disneyland resort. Registration information and event details can be found at www.triathlonhk.com.

About Prosperity Research

Prosperity Research is a Hong Kong based company that is revolutionising the understanding of Social Network Marketing. Through our Social Network Marketing campaigns, we help small businesses act large and large businesses act small.