



The Asia Pacific
Fund, Inc.



For Immediate Release

**THE ASIA PACIFIC FUND WINS WEB MARKETING AWARD
FOR “STANDARD OF EXCELLENCE”**

(New York, New York, September 18, 2007) - The Asia Pacific Fund. (NYSE:APB) today announced that its Web site, www.asiapacificfund.com, was awarded the “Investor Relations Standard of Excellence” and “Mutual Fund Standard of Excellence” in the Web Marketing Association’s 2007 competition. This is the second consecutive year that The Asia Pacific Fund’s website has been honored by Web Marketing Association for our Commitment to Excellence in Interactive Investor Relations.

This award demonstrates our commitment to continuous improvement in shareholder communication and full disclosure of financial information to the investment community. More than 2,400 sites from 40 countries were adjudicated in 96 industry categories during this year's competition with nominations for best Web site coming from interactive agencies and Web site marketing departments in more than 33 countries. The entries were judged on design, innovation, content, technology, interactivity, navigation and ease of use. Judges included members of the media, advertising executives, site designers, content providers and Webmasters.

The Asia Pacific Fund, via its website, strives to ensure timely and accurate information to the investment community, and the Fund works diligently to make sure its shareholders and the investment community are provided with a platform that will allow them to access information on the Fund in the quickest and easiest manner possible. The WebAward further demonstrates the Funds commitment to shareholder value.

The WebAward competition, now in its eleventh year, is hosted by the Web Marketing Association, Inc. (WMA), an independent volunteer organization founded for the purpose of evaluating, recognizing and increasing the standard of excellence on the World Wide Web. Web sites entered in the annual WebAwards competition are judged based on Internet and specific industry standards.

About The Asia Pacific Fund: The Asia Pacific Fund is a diversified, closed-end management investment company, listed on the New York Stock Exchange under the symbol "APB." The investment objective of the Fund is to achieve long-term capital appreciation through investment primarily in equity securities in the Asia Pacific countries (excluding Japan). The Fund is managed by Baring Asset Management (Asia) Limited. For further information on The Asia Pacific Fund, please call our toll free line at 1-888-4-ASIA-PAC or visit www.asiapacificfund.com.

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