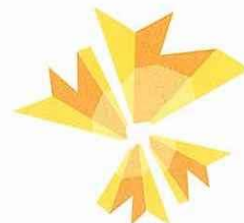


July 13, 2009

For Immediate Release



THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG
香港廣告商會

“LET OTHERS LET OTHERS KNOW” Kam Fan Awards call for entry now

Let others know about your creativity by joining Kam Fan!
Let's seize the chance to be this year's Kam Fan winners!

The Hong Kong Association of Accredited Advertising Agencies' (HK4As)
2009 Kam Fan Awards is now calling for entry.

The theme of this year is “LET OTHERS LET OTHERS KNOW”, as the HK4As
wants this message of creativity to be propagated by words of mouth, become
social topics, and simply by joining the Awards this year.

The Kam Fan Awards is given annually by HK4As to recognize advertising
excellence in Hong Kong and China since 1984 and this is the 25th year into its
history.

The Kam Fan, or the “Golden Sail” Awards, is regarded as the “Oscar of the ad
industry”. It is the most sought-after and acclaimed accolade in the Hong Kong
advertising trade.

Unlike many other local advertising awards, the Kam Fan Awards are held in
high esteem by the industry worldwide. The international status is reflected by
the judging panel of creative luminaries from round the world.

This year we are proud to have these renowned judges on 2009 Kam Fan
Awards panel
(Please also refer the attachment for 2009 Kam Fan Awards judges' bios.):

For Creative & Interactive entries :

Michael Russoff
Creative Director
Wieden+Kennedy 2000 – 2009
Currently Freelance Creative Director



Sam Ball
Creative Partner
Lean Mean Fighting Machine, London
Lance Martin
Executive Creative Director
Taxi2, Toronto/New York

Pinit Chantaprateep
Deputy Chairman, Chief Creative Officer
JWT Thailand

Kim Shaw
Editor
Campaign Brief, Australia/Singapore

Koshi Uchiyama
Creative Director
GT inc. Tokyo

Hwee Beng Poh
Executive Creative Director
DRAFTFCB , Shanghai, China

Tan Khiang
Film Director
WOWWOWTANK, HK

Iris Lo
Creative Veteran, HK

2009 Kam Fan deadline for submission is 5 pm, September 14, 2009 (Monday). The winners will be announced and the Awards presented at the Kam Fan Awards Gala Presentation, at the Hong Kong Convention and Exhibition Centre on November 6, 2009.

For further info or requests for interviews, please contact -

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