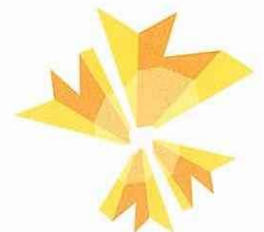


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THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG
香港廣告商會

HK4As reiterates quality standard to its annual Kam Fan Awards – Scam ads will be rejected

The Kam Fan Awards is the HK4As' (The Association of Accredited Advertising Agencies of Hong Kong) signature accolade to recognize creativity in the advertising industry. The 4As' Creative Committee has in the past several years raised the standard of this inter-agencies competition to benchmark the scores to an international standard, aimed to raise the industry's creativity standard on par with the highest level international shows.

Once again, The Kam Fan Judging Panel has been lined up to reflect the true internationalism and all-rounded judging perspectives. Of the nine judges*, seven are from overseas and of world-acclaimed status, balanced with two local judges for moderation in potential differing cultural views.

The Judging Panel is briefed at the outset that the judging standards should be as stringent as possible and votes should be international awards' shortlist criteria.

“Resetting the Kam Fan Awards to a very high standard might have less awards given out,” said Spencer Wong, HK4As' Creative Committee Chairman, “but we see it as a good and strong signal to the industry, as it makes the competition more intense – attaining the honors all the more precious!”

Part of this effort to ensure quality is the official rebuke of scam ads. “Debates on scam ads appeared in different international awards shows. For our Kam Fan, works solely created for entering the competition will definitely not be accepted. The eligibility in entering the Kam Fan should be strictly followed and adhered to and all entries must have been done in the normal course of business”, said Spencer Wong, stressing the importance of authenticity of good, quality works.

As such, scam ads will be automatically disqualified and judges will have the ability to voice out any concerns regarding a certain piece of work at any stage of the judging process should doubts occur towards the validity of the entry. The Kam Fan requires all entries to provide additional verifications to attest to their truthfulness and prove that it was a launched campaign, endorsed by the client.

Additionally, the HK4As Creative Committee and Kam Fan Committee, reserve the right to take any sanctions deemed necessary against creators of such scam ads

towards future participations into the Kam Fan Awards, as cases will be reviewed and assessed individually.

The HK4As Kam Fan Awards (formerly known as the HK4As Creative Awards) is organized by the HK4As every year since 1984 to recognize the best works in the market. It is considered one of the largest and most prestigious awards show in Asia. Judging for the 2009 Kam Fan has commenced and the winners will be unveiled at the awards presentation on Friday 6 November at the Hong Kong Convention Center.

It is now set that Hong Kong is working towards a more prestigious trend, having braced itself for the highest standard for its creativity works, as only the best of the best will be awarded.

Appendix

*The Creative & iDA Judges are:

Mr Ben Walker, Creative Director, Wieden & Kennedy, London

Mr Sam Ball, Creative Partner, Lean Mean Fighting Machine, London

Mr Lance Martin, Executive Creative Director, Taxi2, Toronto

Mr Pinit Chantaprateep, Deputy Chairman, Chief Creative Officer, JWT Thailand

Mr Kim Shaw, Co-Publisher and Editor, Campaign Brief Asia, Australia

Mr Koshi Uchiyama, Creative Director, GT inc. Tokyo

Ms Hwee Beng Poh, Executive Creative Director, DRAFTFCB, Shanghai

Mr Tan Khiang, Film Director, WOWWOWTANK, Hong Kong

Ms Iris Lo, Creative Veteran, Hong Kong

The Media Judges are:

Mr Timothy Cheng, Head of eBusiness, Citibank (Hong Kong) Limited

Ms Maggie Choi, CEO, OMD Asia Pacific

Ms Randy Lai, Vice President of Leadership Marketing, Supply Chain Management & Business Strategy, McDonald's Restaurants (Hong Kong) Limited

Ms Alice Lam, Media Veteran, Hong Kong

Ms Vivian Lee, Marketing Director, Ocean Park

Mr Chris Ryan, Managing Director, wwwins Consulting Hong Kong

Mr KK Tsang, CEO, GroupM HK

About HK4As

The Association of Accredited Advertising Agencies of Hong Kong (HK4As) is an association of major advertising agencies in Hong Kong. The Association's objectives include the setting and maintaining of standards of business ethics, enforcing an advertising standard code, acting as a means of arbitration between agencies, and providing a forum for the exchange of views between advertising agencies and others engaged in the industry. The Association currently has 21 full members and 14 affiliated members.

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