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For Immediate Release

**HK4As Kam Fan Awards 2010 “Glamour’s Back” announces
the International Judges Panel**

Want to start off your Glamorous Life ? Here’s your chance !

The Hong Kong Association of Accredited Advertising Agencies’ (HK4As) organizes the Kam Fan Awards every year to recognize the best works in the year.

The theme for this year’s Kam Fan Awards is “**Glamour’s Back**”. With the economy reviving after the financial tsunami, it is a time to celebrate that good life is coming back. This year’s Kam Fan Awards hopes to inspire creative veterans to work harder for awards and recognition, and thus leading to a subsequent glamorous lifestyle.

The Kam Fan has been going international for years to raise the industry’s creativity standard to be on par with the highest level international shows. This year once again, the Judging Panel has brought together world class gurus to reflect true internationalism and diverse judging perspectives. There will be a total of 9 Judges, 7 (*) are from overseas and possess world-acclaimed status, while 2 local judges will moderate the cultural and political perspectives of judging for a well balanced point of view.

The Judges are:

Mr Gustav Martner

Partner & Executive Creative Director
Crispin Porter + Bogusky Europe

Mr Rémi Babinet

Chairman of BETC Euro RSCG
HAVAS Global Chief Creative Officer

Ms Prangthip Seelos

Executive Creative Director

Mr Götz Ulmer

Creative Partner
Jung von Matt, Germany

Mr Kentaro Katsube

Creative director / Web director
UNIT_ONE,inc., Japan

Mr David Guerrero

Chairman

Creative Juice/G1 Bangkok

BBDO Guerrero ./ Proximity Philippines

Mr Chris Kyme

Director
KYMECHOW, Hong Kong

Mr KC Tsang

Assistant Professor School of Design,
The Hong Kong Polytechnic University, Hong Kong
Creative Consultant
WHATEVER Branding Inc.

(*) 1 more Judge from the Asia Region will be confirmed

Background of Kam Fan Awards

The Kam Fan Awards are presented annually by the HK4As to recognize advertising excellence in Hong Kong since 1984. This is recognized as one of the largest and most prestigious awards show in Asia.

The HK4As 2010 Kam Fan Awards' deadline for submission is September 14, 2010. For details concerning call for entries, please refer to www.aaaa.com.hk.

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The Association of Accredited Advertising Agencies of Hong Kong (the 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 23 Full Members and 17 Affiliated Members.