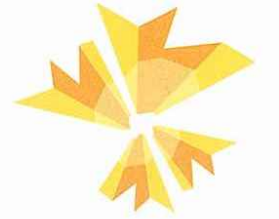


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For Immediate Release



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

**Six young creatives selected by HK4As
to compete in International Awards Shows**

Today 12 Young Creatives from HK4As Member Agencies competed to represent Hong Kong to 3 overseas Awards (Young Creatives section) this year, and they were judged by :

Ms Anne Pak – Manager (Industry Support) of CreateHK Office, CEDB & Sponsor of HK4As' Young Creatives Teams

Mr Iain Richardson - HK4As Member & Creative Director of Start Creative Hong Kong

Mr Alan Kan - Visiting Assistant Professor of Polytechnic University School of Design & Creative Partner of Kitchen.

The 4 top winners who will represent the HK4As are :

For Young Lions

Lee Man Kit of Leo Burnett HK

Aiden Ho of Leo Burnett HK

For Young Spikes

Szeki Chan of Euro RSCG

Iris Luk of Euro RSCG

For AdFest (they were selected for the 2010 AdFest, which was cancelled)

Kiu Chan of Leo Burnett HK

Timothy Li of Leo Burnett HK

The HK4As has been supporting its young members to international exchange programs and international awards competitions to broaden their exposure overseas. The HK4As wishes to thank the Create Smart Initiative (CSI) of CreateHK of the Commerce and Economic Development Bureau (CEDB),

which continues to sponsor the winners again this year to attend the overseas international competitions.

For more information, please contact:

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Encl. Photos of Winners and Judges

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 19 Affiliated Members.