

Attention Michael Hayes 210 309

The CAMBODIA DAILY

50B Street 240
Phnom Penh, Cambodia.
Tel: 855-23-426 490, Fax: 855-23-426 573

BERNARD KRISHER
Chairman and Publisher

August 26, 2002

Mr. David King
Director
KPMG
Phnom Penh

Dear Sir:

Cambodia will host its most high-profile event of the decade, the summit meeting of ASEAN leaders in the first week of November.

Heads of government and delegations from each of the ten ASEAN nations--Indonesia, Thailand, Singapore, Malaysia, Brunei, the Philippines, Vietnam, Laos and Myanmar (Burma)--as well as leaders from China, Japan, South Korea and India are coming to Cambodia to attend this historic meeting that could turn out to be another Bandung. The Phnom Penh ASEAN summit is the most important international event for Cambodia since the 1991 Paris Peace Accords, which brought the United Nations-sponsored elections to Cambodia.

Accordingly, The Cambodia Daily is planning its largest, most comprehensive supplement ever. Our reporters and editors will write articles looking at the growing importance of the regional body, Cambodia's new role as ASEAN chair and the efforts being made by investors and government officials in Japan, China, South Korea and India to woo ASEAN countries. This issue will look into the future and project what ASEAN will be like a decade and two ahead and what is needed to get it there. Each member nation will be featured and interviews with the leaders in each of the ten ASEAN member nations are planned.

More than a thousand persons are expected to arrive in Phnom Penh at the end of October to participate in or observe this summit. The ASEAN plus three, the ASEAN plus one and the Mekong sub region meetings are scheduled to take place on the sidelines.

The Cambodia Daily ASEAN supplement will be read by all the foreign visiting delegations (copies of our newspaper are placed under the door of all guest rooms in the major hotels) as well as by 99 percent of all Cambodian opinion leaders who read our newspaper every day. It is Cambodia's most influential newspaper and its major window to the world. The supplement, bound into the newspaper on the opening day of the conference, as well as our continuing coverage during the meeting days, will be distributed at Phnom Penh hotels, meeting sites and at newsstands during the week of the sessions. In addition to our 900 home delivery subscriptions, copies will be distributed to multinational and international organizations. It is expected to become a reference tool on ASEAN issues and a collector's item, which businessmen, top government leaders and others readers will want to keep for months or years.

This is a unique opportunity for you to reach this once-in-a-lifetime target audience for your message. Don't miss the opportunity to gain exposure to the top decision-makers of this vital, developing region by advertising in The Cambodia Daily's ASEAN Summit supplement. The deadline for placing an ad is Tuesday, October 15. Please contact The Cambodia Daily business office at (855) 426-602, fax: (855) 426-573 or e-mail: info@bizdaily.forum.org.kh for rates or further information.

Sincerely yours,

Bernard Krisher

Bernard Krisher