

AGATEP ASSOCIATES INC.

Integrated Marketing & Corporate Communications

Unit 1605 Robinsons-Equitable Bank Tower, ADB Avenue cor. Poveda St. Ortigas Center, Pasig City 1605

TO : Asian Formula 3 Corporation

ATTN : Mr. Eddie Peña

RE : Accomplishment Report
October 2005

COPIES : Mark Goddard
Audrey General
Charlie Agatep

SUBJECT : AF3 Post Race Report

Key Highlights:

- Print Publicity (Philippines) for **October 2005** totaled **3,906 col/cms** with a total advertising value of **P 1,339,398.61** and total media value of **P 9,608,188.42**
 - Stories focused on:
 - Eddie Peña feature - Manila Bulletin
 - AF3 live in Studio 23
 - PSA Forum guesting
 - Ms. AF3 2005 photo release
 - Pre-publicity article for the final race of AF3 in BRC (November)
- Broadcast Publicity for **October 2005** totaled **1,179 seconds** with a total advertising value of **P 2,554,500.00**

AF3 2005 Cumulative – Print and Broadcast Efforts (January – October)

Total Col/Cms (Print Publicities): 44,647 col/cms

Total Air Time (Broadcast): 49,841 secs

AF3 Total Advertising Value – P 43,480,822.21

AF3 Total Media Value – P 257,875,547.91

I. Print Publicity

| No | Date | Article | Publication | Page | Col/Cms | Advertising Value | Media Value | Circulation |
|----|----------|---|---------------------|------|---------|-------------------|--------------|-------------|
| 1 | 10/05/05 | The man behind motor sports in the country - Jose Eduardo Olondriz Peña | Manila Bulletin | B13 | 468 | 254,826.00 | 1,783,782.00 | 260,000 |
| 2 | 10/06/05 | AF3 races highlights on television soon | Inquirer | A18 | 42 | 15,246.00 | 60,984.00 | 270,400 |
| 3 | 10/06/05 | RP race drivers' exploits in AF3 on TV | Manila Bulletin | E4 | 84 | 45,738.00 | 457,380.00 | 260,000 |
| 4 | 10/06/05 | Asian Formula 3 on Studio 23 | Mla. Standard Today | A12 | 22 | 4,598.00 | 45,980.00 | 150,000 |
| 5 | 10/06/05 | AF3 series races on Channel 23 in October | Manila Times | B8 | 54 | 10,989.00 | 109,890.00 | 123,000 |
| 6 | 10/06/05 | Studio 23 airing AF3 races every Sunday | Malaya | A7 | 66 | 13,431.00 | 53,724.00 | 150,000 |
| 7 | 10/06/05 | Pinoy drivers feats hog spotlight on Studio 23 | Daily Tribune | 7 | 84 | 16,632.00 | 66,528.00 | 130,000 |
| 8 | 10/06/05 | AF3 action on TV | Tempo | 13 | 39 | 6,006.00 | 24,024.00 | 277,875 |
| 9 | 10/07/05 | Pinoy aces racing feats on Studio 23 | Philippine Star | A27 | 38 | 20,465.28 | 143,256.96 | 256,700 |
| 10 | 10/10/05 | Formula 3 drivers at PSA Forum | Manila Bulletin | H3 | 15 | 4,537.50 | 18,150.00 | 260,000 |
| 11 | 10/10/05 | Sy leads PSA guests | Mla. Standard Today | A11 | 11 | 2,299.00 | 9,196.00 | 150,000 |
| 12 | 10/10/05 | Sy, other AF3 drivers grace Forum | Malaya | A10 | 30 | 6,105.00 | 61,050.00 | 150,000 |
| 13 | 10/10/05 | PSA Forum | Daily Tribune | 8 | 20 | 3,960.00 | 39,600.00 | 130,000 |
| 14 | 10/11/05 | PSA Forum today | People's Tonight | 8 | 10 | 2,057.00 | 8,228.00 | 365,811 |
| 15 | 10/11/05 | Top drivers sa PSA | Abante Tonite | 11 | 15 | 2,574.00 | 10,296.00 | 277,875 |
| 16 | 10/12/05 | Confident Tyson braces for showdown vs Indon | Philippine Star | 20 | 76 | 40,930.56 | 286,513.92 | 256,700 |
| 17 | 10/12/05 | Sy vows to go flat out to win AF3 race title | Manila Bulletin | H4 | 122 | 66,429.00 | 664,290.00 | 260,000 |
| 18 | 10/12/05 | Sy seeks another rare AF3 double | Mla. Standard Today | A11 | 126 | 26,334.00 | 105,336.00 | 150,000 |

| | | | | | | | | |
|----|----------|---|---------------------|-----|-----|-----------|------------|---------|
| 19 | 10/12/05 | Sy aims to steal crown from Mikola | Manila Times | B7 | 50 | 10,175.00 | 40,700.00 | 123,000 |
| 20 | 10/12/05 | Sy braces for AF3 season finale showdown | Malaya | A8 | 119 | 43,589.70 | 435,897.00 | 150,000 |
| 21 | 10/12/05 | Tyson confident of nailing AF3 overall title | Daily Tribune | 8 | 99 | 35,283.60 | 352,836.00 | 130,000 |
| 22 | 10/12/05 | Great year for RP motorsports | Daily Tribune | 7 | 60 | 11,880.00 | 47,520.00 | 130,000 |
| 23 | 10/12/05 | Sy seeks golden double | Tempo | 14 | 111 | 30,769.20 | 307,692.00 | 250,000 |
| 24 | 10/10/05 | Sy confident of AF3 victory | People's Journal | 15 | 69 | 16,280.55 | 65,122.20 | 382,200 |
| 25 | 10/12/05 | Sy kumpiyansa sa korona ng Asian Formula 3 | Taliba | 11 | 82 | 8,929.80 | 35,719.20 | 150,000 |
| 26 | 10/12/05 | F3 rider Tyson Sy sa PSA forum | Balita | 16 | 30 | 6,534.00 | 65,340.00 | 150,000 |
| 27 | 10/13/05 | Sy, kumpiyansa sa Asian Formula 3 win | Abante Tonight | 11 | 27 | 4,633.20 | 18,532.80 | 277,875 |
| 28 | 10/20/05 | Mikola set to join last 2 AF3 legs | Inquirer | A21 | 57 | 18,414.00 | 73,656.00 | 270,400 |
| 29 | 10/20/05 | Indon ace changes mind, will race in BRC to bag title | Philippine Star | A25 | 60 | 32,313.60 | 266,135.20 | 256,700 |
| 30 | 10/20/05 | Mikola-Sy battle looms | Mla. Standard Today | A11 | 78 | 16,302.00 | 65,208.00 | 150,000 |
| 31 | 10/20/05 | Mikola not handing title to Sy on silver platter | Malaya | A8 | 75 | 27,472.50 | 274,725.00 | 150,000 |
| 32 | 10/20/05 | Mikola vows to show up to face Tyson challenge | Daily Tribune | 8 | 99 | 35,283.60 | 352,836.00 | 130,000 |
| 33 | 10/20/05 | Mikola to race in AF3 final legs | Tempo | 14 | 69 | 10,626.00 | 106,260.00 | 150,000 |
| 34 | 10/20/05 | Mikola to make amends | People's Journal | 22 | 30 | 7,078.50 | 28,314.00 | 382,200 |
| 35 | 10/21/05 | Mikola dumps Aussie race in quest of title | Manila Bulletin | H3 | 54 | 16,335.00 | 65,340.00 | 260,000 |
| 36 | 10/24/05 | Search on for Ms. Asian Formula 3 | Manila Bulletin | G3 | 60 | 18,150.00 | 72,600.00 | 260,000 |
| 37 | 10/24/05 | Search for Ms. Asian F3 on | Mla. Standard Today | A10 | 45 | 9,405.00 | 37,620.00 | 150,000 |
| 38 | 10/24/05 | Ms. AF3 hopefuls | Manila Times | B6 | 30 | 6,105.00 | 24,420.00 | 123,000 |

| | | | | | | | | |
|----|----------|--|---------------------|-----|--------------|---------------------|---------------------|---------|
| 39 | 10/24/05 | Search for Ms. AF3 spices up racing | Malaya | A8 | 52 | 19,047.60 | 190,476.00 | 150,000 |
| 40 | 10/24/05 | Search for Ms. AF3 tourney combs nation for beauties | Daily Tribune | 8 | 92 | 32,788.80 | 327,888.00 | 130,000 |
| 41 | 10/26/05 | 15 finalists to vie for Ms. AF3 | Philippine Star | A31 | 52 | 28,005.12 | 196,035.84 | 256,700 |
| 42 | 10/26/05 | Peña looks forward to final AF3 leg in RBC | Manila Bulletin | F4 | 48 | 26,136.00 | 261,360.00 | 260,000 |
| 43 | 10/28/05 | Sy-Mikola tussle for AF3 title live on Studio 23 | Inquirer | A31 | 24 | 8,184.00 | 32,736.00 | 270,400 |
| 44 | 10/28/05 | Studio 23 airs AF3 finals | Philippine Star | A36 | 17 | 5,086.40 | 50,864.00 | 256,700 |
| 45 | 10/28/05 | Sy's quest for AF3 glory live on TV 23 | Manila Bulletin | H3 | 54 | 29,403.00 | 205,851.00 | 260,000 |
| 46 | 10/28/05 | Studio 23 to air Asian F3 | Mla. Standard Today | A11 | 35 | 7,315.00 | 73,150.00 | 150,000 |
| 47 | 10/28/05 | Final 2 rounds of AF3 to be carried by Studio 23 | Malaya | A7 | 63 | 12,820.50 | 51,282.00 | 150,000 |
| 48 | 10/28/05 | TV gives AF3 fans glimpse of Tyson-Mikola duel | Daily Tribune | 8 | 38 | 7,524.00 | 75,240.00 | 130,000 |
| 49 | 10/30/05 | Sy confident of winning AF3's last two rounds | Manila Bulletin | Q4 | 50 | 17,600.00 | 70,400.00 | 260,000 |
| 50 | 10/31/05 | Sy seeks big AF3 encore in Batangas | Inquirer | A26 | 105 | 38,115.00 | 152,460.00 | 270,400 |
| 51 | 10/31/05 | Sy eyes showdown in with Mikola | Manila Bulletin | G3 | 85 | 46,282.50 | 323,977.50 | 260,000 |
| 52 | 10/31/05 | Sy wants Mikola to go all out | Mla. Standard Today | A8 | 52 | 10,868.00 | 43,472.00 | 150,000 |
| 53 | 10/31/05 | Sy to go all out for AF3 title at BRC | Manila Times | B6 | 36 | 7,326.00 | 29,304.00 | 123,000 |
| 54 | 10/31/05 | Sy hoping Mikola will not go through the motions in last 2 AF3 races | Malaya | A8 | 77 | 28,205.10 | 282,051.00 | 150,000 |
| 55 | 10/31/05 | Sy aiming for AF3 title | Daily Tribune | 7 | 80 | 15,840.00 | 63,360.00 | 130,000 |
| 56 | 10/31/05 | Tyson to Mikola: Bring your best to Batangas | Tempo | 14 | 36 | 5,544.00 | 22,176.00 | 250,000 |
| 57 | 10/31/05 | Sy goes for an encore in AF3 | People's Journal | 14 | 32 | 7,550.40 | 30,201.60 | 382,200 |
| | | | TOTAL | | 3,654 | 1,262,359.01 | 9,166,967.22 | |

AF3 Print Publicities

Total col/cms: 3,654 col/cms

Total Advertising Value of Print Publicity Efforts: P 1,262,359.01

Total Media Value of Print Publicity Efforts: P 9,166,967.22

II. Print Publicity (Related AF3 Articles)

| No | Date | Article | Publication | Page | Col/Cms | Advertising Value | Media Value | Circulation |
|----|----------|--|-----------------------|------|--------------|-------------------|--------------------|---------------------|
| 1 | 10/07/05 | There's no stopping Renan | Bulgar | 15 | 30 | 6,435.00 | 34,350.00 | 130,000 |
| 2 | 10/15/05 | Tyson finds a generous friend | People's Journal | 15 | 60 | 14,157.00 | 55,628.00 | 382,200 |
| 3 | 10/16/05 | AF3 star gets PLDT backing | Tempo | 15 | 56 | 18,295.20 | 128,066.40 | 250,000 |
| 4 | 10/12/05 | Sy sets sights on AF3 title | Inquirer | A27 | 36 | 23,522.40 | 164,656.80 | 270,400 |
| 5 | 10/18/05 | Sy's quest to become 1 st Filipino F1 driver gets boost | Manila Standard Today | A9 | 70 | 14,630.00 | 58,520.00 | 150,000 |
| | | | | | TOTAL | 252 | P 77,039.60 | P 441,221.20 |

AF3 Related Articles

Total col/cms: 252 col/cms

Total Advertising Value - Print Publicity Efforts: P 77,039.60

Total Media Value - Print Publicity Efforts: P 441,221.20

Total AF3 Print Publicity Efforts

***Total Col/Cms - Print Publicity Efforts (October 2005) – 3,906 col/cms**

***Total Advertising Value - Print Publicity Efforts (October 2005) – P 1,339,398.61**

***Total Media Value –Print Publicity Efforts (October 2005) – P 9,608,188.42**

Compared to previous months - AF3 Print Publicities - 2005

| Month | Number of Stories | Number of Publications | Col/ Cms | Advertising Value | Media Value |
|--------------|-------------------|------------------------|----------|-------------------|--------------|
| Print | | | | | |
| January | 8 | 7 | 333 | P 80,774.00 | P 352,644.00 |

| | | | | | |
|----------------|-----------|-----------|---------------|------------------------|-------------------------|
| February | 7 | 3 | 603 | P 214,214.00 | P 1,879,873.60 |
| March | 38 | 10 | 2,468 | P 790,899.16 | P 5,454,371.92 |
| April | 83 | 11 | 8,219 | P 3,247,944.18 | P 24,418,761.42 |
| May | 58 | 10 | 5,776 | P 7,982,717.63 | P 65,549,644.38 |
| June | 75 | 15 | 7,849 | P 5,394,075.37 | P 35,000,866.59 |
| July | 11 | 8 | 792 | P 290,142.60 | P 2,176,132.20 |
| August | 75 | 20 | 5,322 | P 1,477,015.49 | P 9,799,117.49 |
| September | 109 | 30 | 9,379 | P 19,801,141.18 | P 103,635,947.89 |
| October | 62 | 13 | 3,906 | P 1,339,398.61 | P 9,608,188.42 |
| YTD | | | 44,647 | P 40,626,322.22 | P 257,875,547.91 |

Compared to AF3 Print Publicities - October 2004

| Month | Number of Stories | Number of Publications | Col/ cms | Advertising Value | Media Value |
|----------------|-------------------|------------------------|---------------|---------------------|----------------------|
| Print | | | | | |
| February | 34 | 11 | 1,521 | 460,452.90 | 3,183,805.70 |
| March | 23 | 11 | 911 | 245,757.60 | 1,623,032.40 |
| April | 52 | 11 | 4,035 | 1,338,545.01 | 10,012,822.42 |
| May | 50 | 11 | 3,471 | 1,209,633.81 | 9,609,497.24 |
| June | 17 | 9 | 1,056 | 590,421.40 | 3,943,411.00 |
| July | 15 | 6 | 823 | 278,856.60 | 1,934,790.00 |
| August | 44 | 13 | 2,865 | 990,940.45 | 6,800,634.40 |
| September | 19 | 10 | 783 | 222,957.41 | 1,509,813.80 |
| October | 36 | 11 | 2,348 | 701,446.40 | 4,650,704.20 |
| YTD | | | 17,813 | 6,039,011.58 | 43,268,511.16 |

AF3 Print Publicity October 2005 vs. AF3 Print Publicity October 2004
Percentage Comparison

Col/cms: 166%
Advertising Value: 190.95%
Media Value: 206.60%

***AF3 Print Publicities - October 2005 increased as compared to October 2004**

III. Broadcast Publicities

| Broadcast Date | TV/Radio program | Air Time | Advertising Value |
|-----------------------|--|-------------------|--------------------------|
| 10/01/05 | ANC 21 - Gamezone Weekender – Tyson SY | 275 secs | 595,833.33 |
| 10/29/05 | ANC 21 – Gamezone Weekender – Mark Goddard | 760 secs | 1,646,666.67 |
| 10/29/05 | Studio 23 – Sports TV – Tyson Sy | 144 secs | 312,000.00 |
| | TOTAL | 1,179 secs | P 2,554,500.00 |

Total AF3 Broadcast Exposure: 1,179 seconds
Total Advertising Value of Broadcast Efforts: P 2,554,500.00

Compared to previous months - AF3 Broadcast Publicities - 2005

| Month | TV/Radio program | Air Time | Advertising Value |
|------------------|-------------------------|-----------------|--------------------------|
| Broadcast | | | |
| January | - | - | - |
| February | - | - | - |
| March | - | - | - |

| | | | |
|----------------|---|------------------------|-----------------------|
| April | Radio AF3 AOBs: Jam 88.3, K-Lite 103.5, Wave 89.1, RT 99.5, Magic 89.9; AF3 Teaser – Studio 23, AF3 Race – Studio 23, Pipol – ABS-CBN, WRR, DZMM Sports Talk, ABC 5 – PBA, Studio 23 Digital Tour, Sports TV | 15,446 | 30,991,830.16 |
| May | GDTV – Asian Formula 3 – China Broadcast | 4,116 | 28,829,299.99 |
| June | GDTV – Asian Formula 3 – China Broadcast | 3,662 | 30,516,666.66 |
| July | Dado Peña Guesting Gamezone Weekender – Studio 23 | 851 | 1,843,833.33 |
| August | LATIVI – Asian Formula 3 (Race 1); LATIVI – Asian Formula 3 (Race 2) | 11,424 | 5,174,054.31 |
| September | LATIVI – Asian Formula 3 (Race 1); LATIVI – Asian Formula 3 (Race 2); RJTV – Jojo A. All The Way! | 13,163 | 6,623,220.98 |
| October | ANC 21 - Gamezone Weekender – Tyson SY. ANC 21 – Gamezone Weekender – Mark Goddard Studio 23 – Sports TV – Tyson Sy | 1,179 | 2,554,500.00 |
| YTD | | 49,841 secs | 106,533,406.46 |

Compared to AF3 Broadcast Publicities – October 2004

| Month | TV/Radio program | Air Time | Advertising Value |
|------------------|--|----------|-------------------|
| Broadcast | | | |
| February | Sports TV, Studio 23, Top Story, ANC 21, MUB Weekend | 45 mins | 2,361,960.00 |

| | | | |
|-----------|--|-----------------|----------------------|
| March | NU Rock 107 w/DJ Trish, Sweat Factor RX Monster Radio 93.1 | 50 mins | 350,000.00 |
| April | NU Rock radio guesting with DJ Francis Brew and DJ Trish/DZBB Phone | 90 mins | 770,000.00 |
| May | DZSR Sports Radio DZRJ Radyo Bandido RJT NU Rock 107.5 Sports TV DZMM- <i>Sikap Pinoy</i> ANC News | 490 mins | 13,142,500.00 |
| June | Emergency – GMA 7 | 11mins. | 869,946.00 |
| July | - | - | - |
| August | - | - | - |
| September | - | - | - |
| October | - | - | - |
| YTD | | 666 mins | 17,494,406.00 |

AF3 Broadcast Publicity October 2005 vs. AF3 Broadcast Publicity September 2005
Percentage Comparison

Airtime (in secs): 1,179 %
Advertising Value: 2,554,500%

***AF3 Broadcast Publicities October 2005 increased as compared to October 2004**

III. Monitoring

Agency monitored and sent to client agency-generated releases and industry/competitive articles related to AF3.

Agency man-hours spent forty (40.0).

IV. Meetings & Teleconferences

Agency discussed with client regarding various reports. Client also discussed with agency the following:

- Submission of PSA performance report
- AF3 November activities: Golf Tournament, AF3 Press Conference, AF3 Race, Ms. AF3 2005 and AF3 Awards night.

Client also discussed with agency Autosport National Editor Richard Asher will cover the final race on November 6.

Client discussed with agency regarding Macua coverage for Dado Peña's Asian Formula Renault Challenge campaign.

Agency called, texted and e-mailed client on developments of AF3 activities and for latest AF3 pick-ups.

Agency man-hours spent: thirty five (35.0)

V. ACTIVITIES:

PSA Forum – Pantalan Restaurant

Agency coordinated with PSA regarding PSA Forum guesting of AF3 Chairman Eddie Peña, AF3 Drivers Tyson Sy, John O'Hara and Pepon Marave. This is in connection of promoting the upcoming November race of AF3.

Agency man-hours spent: five (5.0)

Tyson Sy's 18th Birthday

Agency attended Tyson Sy's 18th birthday. This is for camaraderie and establishment of agency's media clout particularly in the motoring beat who are most of Tyson's supporter and publicists.

Agency man-hours spent: five (5.0)

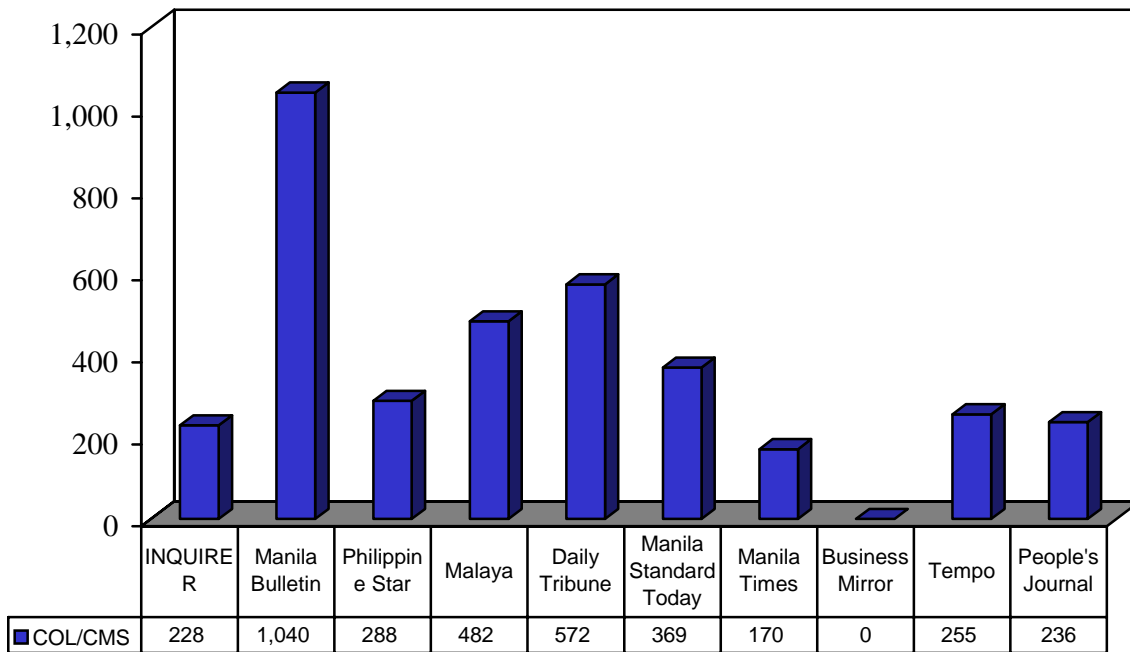
TV Guestings – ANC and Studio 23

Agency coordinated with AF3 drivers and ABS-CBN Executive Producers regarding TV guestings in ANC's Gamezone Weekender and Studio 23's Sport's TV.

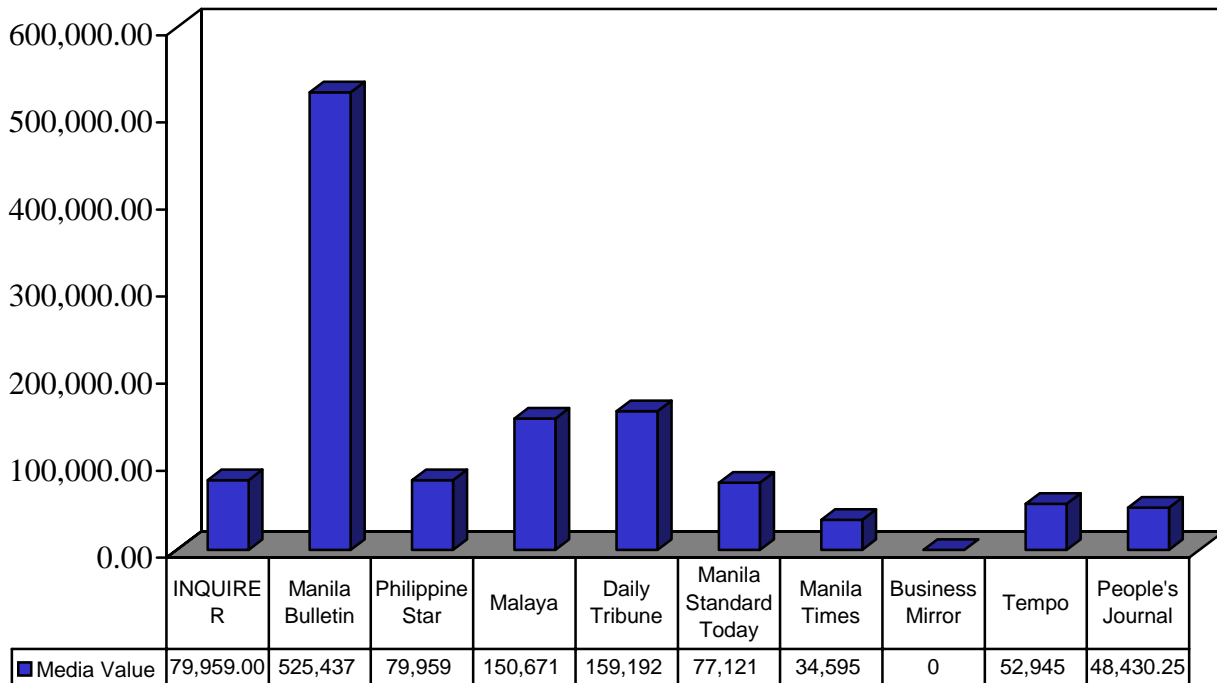
Agency man-hours spent: fifteen (15.0)

PSA Performance Analysis

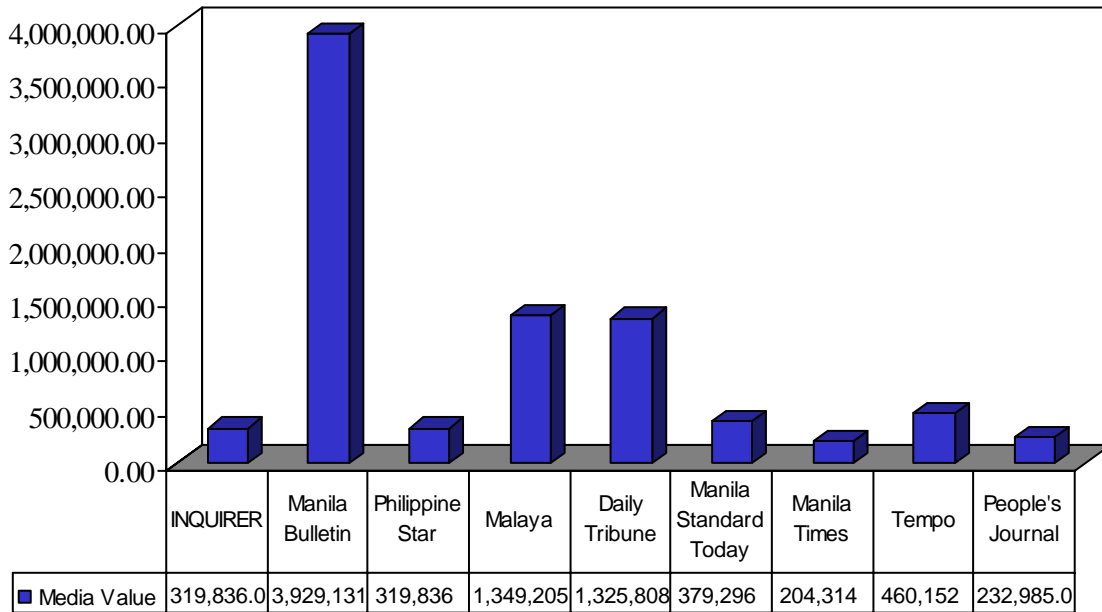
AF3 – October 2005 –TOTAL COL/CMS



AF3 – October 2005 – ADVERTISING VALUE



AF3 – October 2005 – MEDIA VALUE



VIII. Summary of Quality Man-hours spent October 2005

(Charlie Agatep, Writer Nathaniel Frialde, Media Relations Officers Frances Crisol, Creative Director Julius Punzalan, Joey Rafanan, Air Urquiola and Rebs Rebillon of Accounts Servicing):

| | |
|----------------------------------|------------|
| Monitoring of news releases..... | 40 |
| Meetings..... | 35 |
| Activities | <u>25</u> |
| TOTAL QUALITY MANHOURS | 100 |

Prepared by:

Noted by:

Ronwald Allan B. Urquiola
PR Consultant

Alfredo "Rebs" Rebillon
Division Manager