

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
September 2005

COPIES : Mark Goddard
Audrey General
Charlie Agatep

SUBJECT : AF3 Post Race Report

Key Highlights:

- Print Publicity (Philippines) for **September 2005** totaled **5,388 col/cms** with a total advertising value of **P 1,933,508.52** and total media value of **P 15,478,969.90**
- Print Publicity (Indonesia) for **September 2005** totaled **1,425,col/cms** with a total advertising value **P 250,343.79 (Rp 46,062,000.00)** and total media value of **P 1,611,000.51 (Rp 296,416,000.00)**
 - * **1.00 IDR = 0.005434931 PHP**
Indonesian Rupiah Philippine Peso
- Print Publicity (Ireland) submitted by AF3 Driver Greg Murphy (Team Goddard Minardi Team Asia) totaled **2,418 col/cms** with a total advertising value of **P 17,543,471.42 (E 274,758.99)** and total media value of **P 86,101,367.94 (E 1,348,485.96)**
 - * **1.00 EURO = 63.8504 PHP**
 - Stories focused on:
 - AF3 – Sentul leg:
 - Pre and post AF3 race publicities
 - Practice Races
 - Qualifying
 - Race Results
 - Podium
 - AF3 – Toyota Team Tom’s deal
 - Dado Peña to race in Macau

- Broadcast Publicities (Indonesia) for September 2005 totaled **11,424 seconds** with a total advertising value of **P 5,174,054.31 (Rp 952,000,000.00)**
 * **1.00 IDR = 0.005434931 PHP**
Indonesian Rupiah Philippine Peso
- Broadcast Publicity (Philippines – RJTV’s Jojo A. All The Way!) for September 2005 totaled **1,739 seconds** with a total advertising value of **P 1,449,166.67**
- Total AF3 Broadcast Publicity: September 2005:
 - **13,163 secs**
 - **P 6,623,220.98 advertising value**

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

Total Col/Cms: 40,741 col/cms

AF3 Total Advertising Value – P 39,586,923.61

AF3 Total Media Value – P 248,267,359.49

I. Print Publicity

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	Sept. '05	AF3's Young Gun... Dado Peña RP's next hope in Formula1	Celebrity Connect	41	168	90,000.00	630,000.00	25,000
2	09/01/05	Two AF3 drivers to A1 Grand Prix	Manila Bulletin	E3	76	41,382.00	286,674.00	260,000
3	09/03/05	AF3 sends 2 drivers to A1 tests	Manila Times	B6	38	7,733.00	30,932.00	123,000
4	09/12/05	Peña sees Filipino win in Asian F3	Mla. Standard Today	A9	44	9,196.00	36,784.00	150,000
5	09/12/05	Peña sees Pinoy win by year-end	Manila Times	B7	38	7,733.00	30,932.00	123,000
6	09/12/05	Peña makes fearless forecast in AF3 racing	Daily Tribune	7	56	11,088.00	44,352.00	130,000
7	09/12/05	Peña predicts breakthrough win for Filipino in AF3	Manila Bulletin	H2	56	16,940.00	67,760.00	260,000
8	09/12/05	Pinoy breakthrough win in AF3? Possible	People's Journal	15	25	5,898.75	23,595.00	382,200
9	09/12/05	Peña's prediction : A Pinoy champ soon	Tempo	13	34	5,236.00	20,944.00	250,000
10	09/12/05	Peña confident Pinoy driver will score win	Malaya Phil.	A8	59	21,611.70	216,117.00	150,000
11	09/12/05	Peña expects RP resurgence in AF3	Daily Inquirer	A27	39	13,299.00	53,196.00	270,400
12	09/15/05	They're all after Mikola	People's Journal	14	62	14,628.90	58,515.60	382,200

13	09/15/05	Who can stop Mikola?	Tempo	14	104	28,828.80	201,801.60	250,000
14	09/16/05	AF3 gears up for Sentul leg	Manila Times	D3	154	31,339.00	125,356.00	123,000
15	09/16/05	AF3 mission: Stop Mikola	Manila Times	B7	84	17,094.00	68,376.00	123,000
16	09/16/05	Peña to race in Macau	Mla. Standard Today	A9	52	10,868.00	43,472.00	150,000
17	09/16/05	Peña to compete in Macau	Daily Tribune	8	38	7,524.00	75,240.00	130,000
18	09/16/05	Asian Formula 3 to use one-make engine next year	Manila Times	D2	26	5,291.00	21,164.00	123,000
19	09/16/05	Peña racing in Formula Renault	Malaya	A8	44	16,117.20	16,172.00	150,000
20	09/16/05	Peña eyes Macau	Tempo	13	65	18,018.00	126,126.00	250,000
21	09/17/05	Sy off to fiery start, fastest in practice	Philippine Star	A31	66	35,544.96	248,814.72	256,700
22	09/17/05	RP's Sy dominates AF3 practice	Phil. Daily Inquirer	A20	56	34,372.80	240,609.60	270,400
23	09/17/05	Sy fastest in practice run for AF3 9th leg	Malaya	A9	77	15,699.50	62,678.00	150,000
24	09/17/05	Sy fastest in Asian Formula 3 practice anew	Manila Times	B7	63	12,820.50	51,282.00	123,000
25	09/17/05	Sy shows promise in practice runs before AF3 Indonesia leg	Daily Tribune	9	63	12,474.00	49,896.00	130,000
26	09/17/05	Tyson clocks fastest in AF3 practice	Manila Bulletin	H6	63	19,057.50	190,575.00	260,000
27	09/17/05	Sy fastest in practice	Tempo	14	100	27,720.00	194,040.00	250,000
28	09/17/05	Pinoy driver on target for breakthrough win	Philippine Star	A31	36	19,388.16	135,717.12	256,700
29	09/18/05	Sy eyes 1st AF3 win	Phil. Daily Inquirer	A17	45	17,077.50	68,310.00	270,400
30	09/18/05	Tyson takes AF3 pole anew	Tempo	14	104	16,016.00	64,064.00	250,000
31	09/18/05	Tyson looks ready and fit	People's Journal	13	52	12,296.40	49,077.60	382,200
32	09/18/05	Sy goes flat out to stop Indon, rule AF3 Race 9	Philippine Star	A29	118	72,895.68	510,269.76	256,700

33	09/19/05	Tyson ends RP drought fight	Mla. Standard Today	A12	68	25,581.60	255,816.00	150,000
34	09/19/05	Perfect start gives young Sy perfect finish	Philippine Star	A30	72	38,776.32	387,763.20	256,700
35	09/19/05	Tyson in AF3 breakthrough win	People's Journal	16	78	33,127.38	331,273.80	382,200
36	09/19/05	Sy breaks silence with AF3 victory	Daily Tribune	8	139	49,539.00	495,396.00	130,000
37	09/19/05	Sy in blazing AF3 triumph	Tempo	15	146	40,471.20	283,298.40	250,000
38	09/19/05	Tyson Sy breaks through	Manila Times	B8	98	35,897.40	358,974.00	130,000
39	09/19/05	Sy ends RP drought in AF3 race	Malaya	A8	153	56,043.90	560,439.00	150,000
40	09/19/05	Perfect start gives Sy 1st AF3 victory	Phil. Daily Inquirer	A32	77	47,262.60	472,626.00	270,400
41	09/19/05	Perfect start gives Sy victory	Manila Bulletin	H1	111	60,439.50	604,395.00	260,000
42	09/20/05	Sy completes golden double in Asian F3	Phil. Daily Inquirer	A21	119	73,042.20	730,422.00	270,400
43	09/20/05	Sy scores rare AF3 double	Mla. Standard Today	A12	153	57,558.60	575,586.00	150,000
44	09/20/05	Tyson Sy makes it 2 wins in AF3	Manila Bulletin	E1	72	39,204.00	392,040.00	260,000
45	09/20/05	Sy completes golden double	Malaya	A8	105	38,461.50	384,615.00	150,000
46	09/20/05	Sweep of Indon leg boosts Sy's title bid	Daily Tribune	8	108	21,384.00	213,840.00	130,000
47	09/20/05	Sy tops 10th round for AF3 golden double	Manila Times	B6	72	14,652.00	58,608.00	123,000
48	09/20/05	RP riders shine in Stage Six	Daily Tribune	8	68	24,235.20	242,352.00	130,000
49	09/20/05	Fired-up Sy shares golden double	Philippine Star	A26	202	108,789.12	1,087,891.20	256,700
50	09/21/05	Sy has eyes on AF3's prize after twin wins	Manila Times	B8	42	8,547.00	85,470.00	123,000
51	09/21/05	Tyson Sy - photo release	Tempo	14	45	12,474.00	87,318.00	250,000
53	09/21/05	Tyson Sy - photo release	Manila Bulletin	H1	42	22,869.00	228,690.00	260,000

54	09/22/05	AF3 backed	People's Journal	15	11	2,595.45	10,381.80	382,200
55	09/22/05	AF3 inks pact with Tom's Toyota	Malaya	A8	112	22,792.00	91,168.00	150,000
56	09/22/05	AF3 signs new pact with engine builder	Manila Bulletin	F4	30	9,075.00	36,300.00	260,000
57	09/22/05	Sy set to bring act to Batangas	Malaya	A8	100	36,630.00	366,300.00	250,000
58	09/22/05	Home is the champ	Mla. Standard Today	A12	36	13,543.20	135,432.00	150,000
59	09/23/05	AF3 gets boost	Mla. Standard Today	A10	16	3,344.00	13,376.00	150,000
60	09/23/05	AF3 engine deal	Manila Times	B7	26	5,291.00	21,164.00	123,000
61	09/26/05	AF3, Tom's Toyota ink 3-year contact	Tempo	14	33	5,802.00	50,820.00	250,000
			TOTAL		4,439	1,582,617.52	12,604,598.40	

AF3 Print Publicities (Philippines)

Total col/cms: 4,439 col/cms

Total Advertising Value of Print Publicity Efforts: P 1,582,617.52

Total Media Value of Print Publicity Efforts: P 12,604,598.40

II. Print Publicity (Indonesia)

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	14-Sep	Mikola berharap terik	Rakyat Merdeka		19.5	448,500	1,794,000	150,000
2	15-Sep	Pembalap tuan rumah janji akan tampil lebih baik	Kompas		160	9,280,000	64,960,000	500,000
3	16-Sep	Wislow Perhitungka O'Hara	Goal		30	690,000	2,760,000	100,000
4	19-Sep	Pembuktian putra bangsa	Otomotif		46	920,000	3,680,000	130,000
5	19-Sep	Meyukai F1 dari remaja	Otomotif		95	2,850,000	11,400,000	130,000
6	19-Sep	Gagal sapu bersih formula 3 asia	Harian Seputar Indonsia		218	4,578,000	32,046,000	100,000
7	19-Sep	Moreno juara formula 3	Media Indonesia		21	378,000	1,512,000	300,000

8	19-Sep	Ananda gagal, Moreno berkibar	Berita kota		60	930,000	6,510,000	110,000
9	19-Sep	Tyson ganas, Winslow penuhi janji	Goal		74	1,147,000	8,029,000	100,000
10	19-Sep	Moreno Kasihan Nanda	Goal		133	2,061,500	14,430,500	100,000
11	19-Sep	Tyson Sy Borong juara	Kompas		67	3,886,000	27,202,000	500,000
12	19-Sep	Ananda kudu Sowan Batangas	Rakyat Merdeka		107	4,280,000	29,960,000	150,000
13	19-Sep	Moreno kembali berjaya	Indopos		91	3,640,000	25,480,000	250,000
14	20-Sep	Ananda-Moreno puas	Bola		112	3,360,000	13,440,000	532,000
15	22-Sep	Mikola dan moreno kuasai F3 Asia di Sentul	Non Stop		27	486,000	1,944,000	125,000
16	23-Sep	Bisakah F3 Asia jadi Primadua	Kompas		143	2,216,500	15,515,500	500,000
17	26-Sep	Moreno Suprpto Juara I AF3	Suara Republik		158	3,318,000	23,260,000	100,000
18	21-Sep	AF3 Grand Prix advertising (Indonesia edition)	Business Week	58	148	24,000,000	168,000,000	8,000
					1,573	61,116,000.00	378,222,000.00	

* In Rupiah

AF3 Print Publicities (Indonesia)

Total col/cms: 1,573 col/cms

Total Advertising Value of Print Publicity Efforts: P 332,161.24

Total Media Value of Print Publicity Efforts: P 2,055,610.47

* **1.00 IDR** = **0.005434931 PHP**
Indonesian Rupiah **Philippine Peso**

III. Print Publicity (Ireland c/o Greg Murphy and James Winslow)

No	Media	Article	Col/Cms	Advertising Value	Media Value
1	Broadsheet	Evening Herald	86	916.85	3,667.40
2	Broadsheet	Irish Independent	74	3,545.06	14,180.24
3	Broadsheet	Irish Mirror	287	1,295.03	5,180.12
4	Broadsheet	Evening Herald	224	5,550.00	22,200.00
5	Broadsheet	The Star	184	2,301.78	9,207.12

6	Broadsheet	Sunday Business Post	456	2,782.80	11,131.20
7	Broadsheet	Irish Independent - Jobs	79	9,000.00	36,000.00
8	Broadsheet	Sunday Tribune	226	24,000.00	96,000.00
9	Broadsheet	Irish Independent	142	2,599.80	10,399.20
10	Broadsheet	Sunday Independent	110	1,675.00	6,700.00
11	Broadsheet	Motorsport News	550	3,150.00	22,050.00
12	TV	TV3 Ireland – AM		3,350.00	334,763.56
13	TV	RTE – The Afternoon show		5,500.00	343,563.56
14	TV	RTE – ID		18,000.00	393,363.56
15	Radio	98 FM		8,500.00	34,000.00
16	Radio	East Coast Radio		250.00	1,000.00
17	Radio	Spin 103.8		1,270.00	5,080.00
			2,418	E 271,608.99	E 1,326,435.96

*** In Euros**

* Motorport News courtesy of James Winslow

AF3 Print Publicities (Ireland c/o Greg Murphy and James Winslow)

Total col/cms: 2,418 col/cms

Total Advertising Value of Print Publicity Efforts: P 17,543,471.42

Total Media Value of Print Publicity Efforts: P 86,101,367.52

*** 1.00 EURO = 63.8504 PHP**

IV. Print Publicity (Related AF3 Articles)

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	09/02/05	Peña shows winning form	Manila Times	B7	48	6,259.00	25,036.00	123,000
2	09/02/05	2 Podium Finishes for Peña	Manila Standard Today	A10	36	5,810.00	23,240.00	150,000
3	09/14/05	Morales star of the show	People's Tonight	13	38	6,135.00	24,540.00	365,811

4	09/14/05	Del Rosario, Morales rumagasa sa Batangas Racing Circuit	Pilipino Star Ngayon	14	68	8,169.50	32,678.00	350,000
5	09/15/05	Morales tops car, motor races	Inquirer	A23	29	7,560.00	30,240.00	270,400
6	09/15/05	Pastor and Coseteng rule PNTCC opener	Inquirer	A23	49	9,456.00	37,824.00	270,400
7	09/16/05	Speedtech Asia boss says Tyson Sy on track for first Asian Formula 3 victory	Manila Times	D3	40	6,140.00	32,560.00	123,000
8	09/16/05	Philippines' Peña carries hopes of Minardi Team Asia	Manila Times	D3	30	6,105.00	24,420.00	123,000
9	09/21/05	Sy has eyes on AF3's prize after twin wins	Manila Times	B8	42	8,547.00	85,470.00	123,000
10	09/22/05	Government 'no-ban' on motorsports lauded	Philippine Star	A32	40	11,968.00	119,680.00	256,700
11	09/24/05	Sy: Mikola's A1 GP stint to cost him AF3 crown	Manila Times	B8	39	7,936.50	79,365.00	123,000
12	09/28/05	Another tragedy in the making	Manila Bulletin	F3	189	102,910.50	720,373.50	260,000
13	09/28/05	A1GP Brands Hatch Race Report: Brazil dominates first A1 Grand Prix of Nations	Manila Bulletin	F1	301	163,894.50	1,638,945.00	260,000
			TOTAL		949	P 350,891.00	P 2,874,371.50	

AF3 Related Articles

Total col/cms: 949 col/cms

Total Advertising Value - Print Publicity Efforts: P 350,891.00

Total Media Value - Print Publicity Efforts: P 2,874,371.50

Total AF3 Print Publicity Efforts

***Total Col/Cms - Print Publicity Efforts (September 2005) – 9,379 col/cms**

***Total Advertising Value - Print Publicity Efforts (September 2005) – P 19,809,141.18**

***Total Media Value –Print Publicity Efforts (September 2005) – P 103,635,947.89**

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
YTD			40,741	P 39,586,923.61	P 248,267,359.49

Compared to AF3 Print Publicities - September 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
YTD			15,465	5,337,565.18	38,617,806.96

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

Col/cms: 1,197%
 Advertising Value: 8,881.13%
 Media Value: 6,864.15%

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

V. Broadcast Summary:
LATIVI - Jakarta

Broadcast Date	TV/Radio program	Air Time	Advertising Value
September 18, 2005	LATIVI – Asian Formula 3 (Race 1)	5,712	476,000,000.00
September 18, 2005	LATIVI – Asian Formula 3 (Race 2)	5,712	476,000,000.00
	TOTAL	11,424 secs	Rp 952,000,000.00

Indonesia:

Total AF3 Broadcast Exposure: 11,424 seconds
Total Advertising Value of Broadcast Efforts: Rp 952,000,000.00

Total Advertising Value of Broadcast Publicity Efforts: P 5,174,054.31

*** 1.00 IDR = 0.005434931 PHP**
Indonesian Rupiah Philippine Peso

RJTV - Jojo A. All The Way!

Broadcast Date	TV/Radio program	Air Time	Advertising Value
September 18, 2005	RJTV – Jojo A. All The Way!	1,739	P 1,449,166.67
	TOTAL	1,739 secs	

*** RJTV Ad Value per 30s = P 25,000.00**

Philippines:

Total AF3 Broadcast Exposure: 1,739 seconds
Total Advertising Value of Broadcast Efforts: P 1,449,166.67
Total Advertising Value of Broadcast Publicity Efforts: Indonesia and Philippines
P 6,623,220.98

Compared to AF3 Broadcast Publicities - September 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 RJTV 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	-	-	-
YTD		666 mins	17,494,406.00

AF3 Broadcast Publicity September 2005 vs. AF3 Broadcast Publicity September 2004
Percentage Comparison

Airtime (in secs): %

Advertising Value: %

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

VI. Monitoring

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

Agency man-hours spent forty (40.0).

VII. Meetings & Teleconferences

Agency discussed with client regarding various reports. This includes monitored releases in local and Indonesian paper.

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

Agency man-hours spent: twenty five (25.0)

VIII. ACTIVITIES:

Sentul Coverage

Agency represented by Rebs Rebillon attended and covered the 9th and 10th leg of AF3 in Sentul, Indonesia. PSA Aldrin Cardona (Daily Tribune Sports Editor) and Aldrin Quinto (Malaya) were the media who covered the racing event.

Agency man-hours spent: forty (40.0)

FHM Shoot – for November 2005 Issue

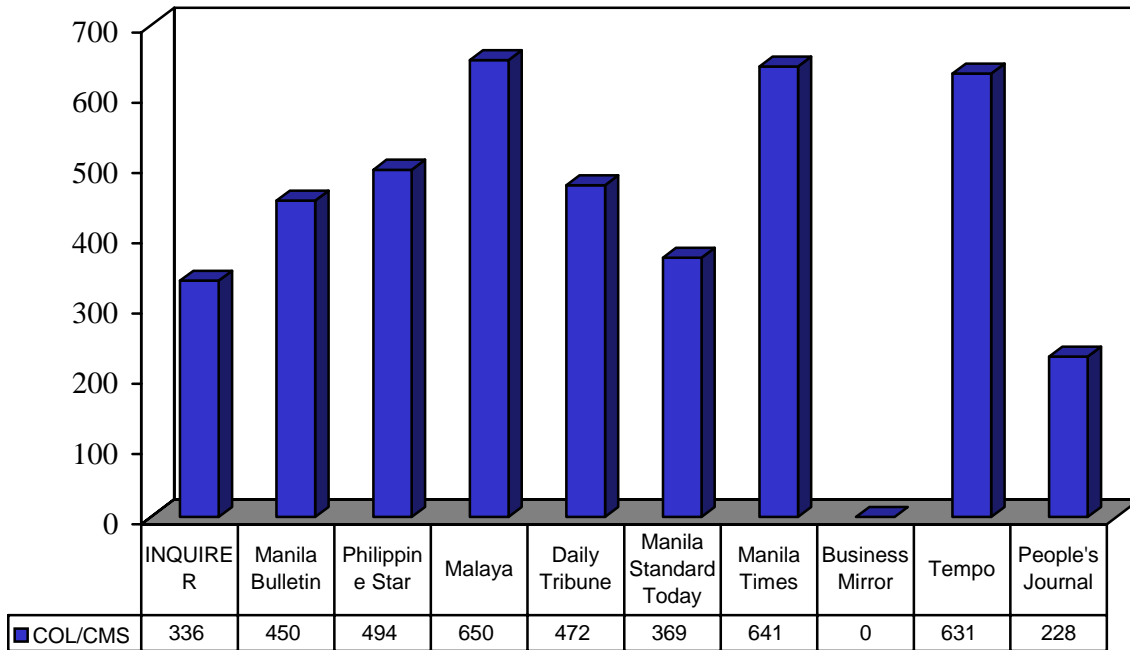
Agency arranged a photo shoot of AF3 drivers Dado Peña, Tyson Sy and Pepon Marave for Summit Publishing's FHM. Dado, Tyson and Pepon will be featured in the *VROOM!* section of FHM.

Agency man-hours spent: five (5.0)

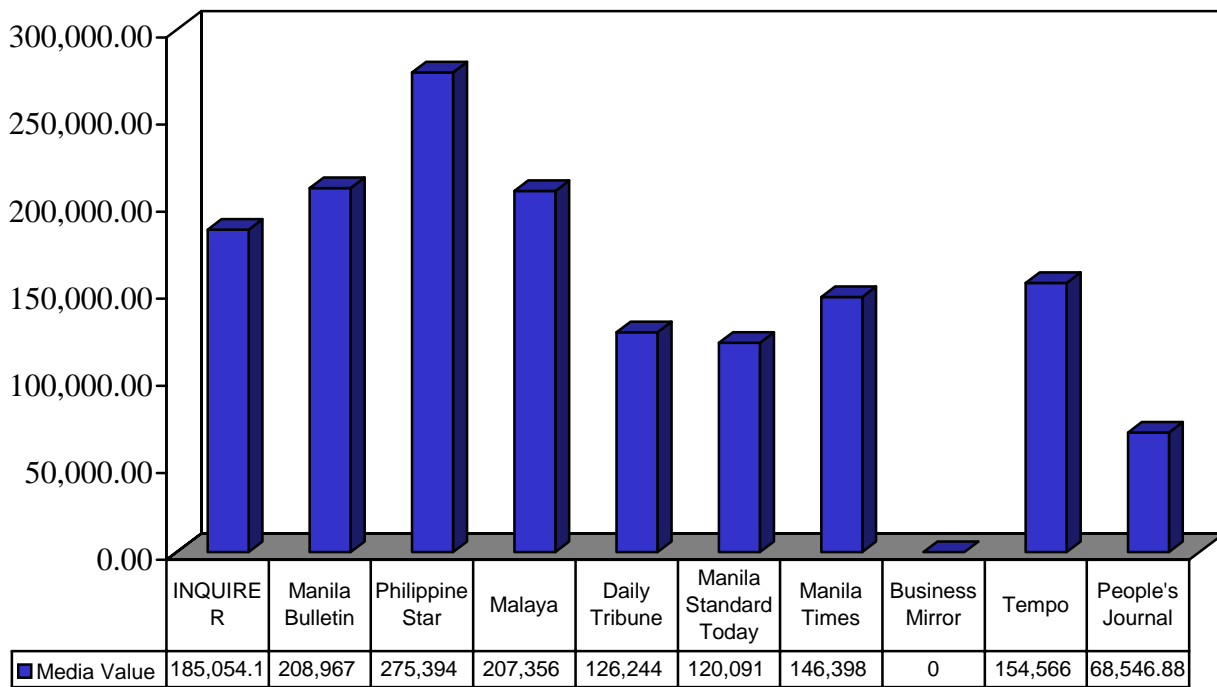
Agency together with AF3's Ike Gangoso arranged a TV guesting of Dado Peña, Tyson Sy and John O'Hara in RJTV's Jojo A. All The Way!

Agency man-hours spent: three (3.0)

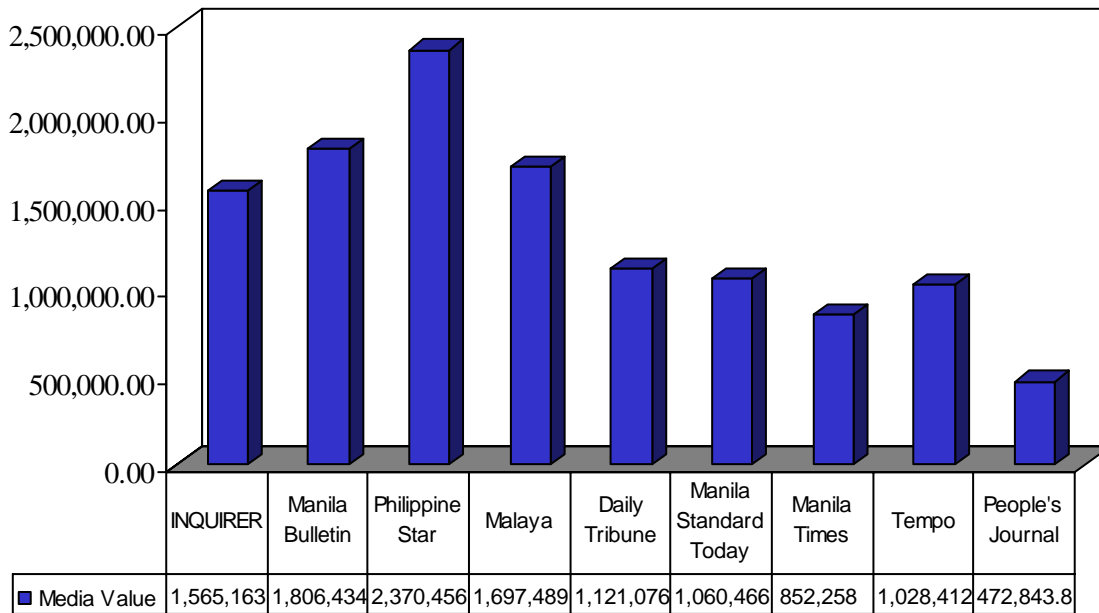
AF3 – September 2005 –TOTAL COL/CMS



AF3 – September 2005 – ADVERTISING VALUE



AF3 – September 2005 – MEDIA VALUE



VIII. Summary of Quality Man-hours spent September 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.....	25
Activities	<u>48</u>
TOTAL QUALITY MANHOURS	113.0

Prepared by:

Noted by:

Ronwald Allan B. Urquiola
PR Consultant

Alfredo "Rebs" Rebillon
Division Manager