

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 : Sentul, Indonesia Post Race Report
September 2005

COPIES : Mark Goddard
Audrey General
Charlie Agatep
AAI files

SUBJECT : AF3 Post Race Report

Key Highlights:

- Print Publicity (Philippines) for **Sentul - September 2005** totaled **4,154 col/cms** with a total advertising value of **P 1,480,429.87** and total media value of **P 12,142,073.10**
- Print Publicity (Indonesia) for **Sentul - September 2005** totaled **1,573 col/cms** with a total advertising value of **P 332,161.24** and total media value of **P 2,055,610.47** plus Print Publicity (Britain) for **Sentul - September 2005 thru Motorsport News (c/o James Winslow)** totaled **550 col/cms** with a total advertising value of **P 201,128.76** and total media value of **P 1,407,901.32**
 - * **1.00 IDR = 0.005434931 PHP**
Indonesian Rupiah Philippine Peso
 - * **1.00 EURO = 63.8504 PHP**Stories focused on:
 - AF3 - Sentul leg: Pre-publicity ,Practice Races, Qualifying, Race Results,Podium
- 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)** plus Broadcast Publicities (Philippines) totaled **1,739 seconds** with a total advertising value of **P 1,449,166.67**
 - * **1.00 IDR = 0.005434931 PHP**
Indonesian Rupiah Philippine Peso

***Total Col/Cms - Print Publicity Efforts (Sentul - September) – 6,277 col/cms**

***Total Advertising Value - Print Publicity Efforts (Sentul - September) – P 2,013,719.87**

***Total Media Value –Print Publicity Efforts (Sentul - September) – P 14,197,683.57**

**TOTAL ADVERTISING VALUE (Sentul – September) for Print and Broadcast
P 8,636,940.85**

I. Print Publicity

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	09/12/05	Peña sees Filipino win in Asian F3	Mla. Standard Today	A9	44	9,196.00	36,784.00	150,000
2	09/12/05	Peña sees Pinoy win by year-end	Manila Times	B7	38	7,733.00	30,932.00	123,000
3	09/12/05	Peña makes fearless forecast in AF3 racing	Daily Tribune	7	56	11,088.00	44,352.00	130,000
4	09/12/05	Peña predicts breakthrough win for Filipino in AF3	Manila Bulletin	H2	56	16,940.00	67,760.00	260,000
5	09/12/05	Pinoy breakthrough win in AF3? Possible	People's Journal	15	25	5,898.75	23,595.00	382,200
6	09/12/05	Peña's prediction : A Pinoy champ soon	Tempo	13	34	5,236.00	20,944.00	250,000
7	09/12/05	Peña confident Pinoy driver will score win	Malaya	A8	59	21,611.70	216,117.00	150,000
8	09/12/05	Peña expects RP resurgence in AF3	Phil. Daily Inquirer	A27	39	13,299.00	53,196.00	270,400
9	09/15/05	They're all after Mikola	People's Journal	14	62	14,628.90	58,515.60	382,200
10	09/15/05	Who can stop Mikola?	Tempo	14	104	28,828.80	201,801.60	250,000
11	09/16/05	AF3 gears up for Sentul leg	Manila Times	D3	154	31,339.00	125,356.00	123,000
12	09/16/05	AF3 mission: Stop Mikola	Manila Times	B7	84	17,094.00	68,376.00	123,000
13	09/17/05	Sy off to fiery start, fastest in practice	Philippine Star	A31	66	35,544.96	248,814.72	256,700
14	09/17/05	RP's Sy dominates AF3 practice	Phil. Daily Inquirer	A20	56	34,372.80	240,609.60	270,400
15	09/17/05	Sy fastest in practice run for AF3 9th leg	Malaya	A9	77	15,699.50	62,678.00	150,000
16	09/17/05	Sy fastest in Asian Formula 3 practice anew	Manila Times	B7	63	12,820.50	51,282.00	123,000
17	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
18	09/17/05	Tyson clocks fastest in AF3 practice	Manila Bulletin	H6	63	19,057.50	190,575.00	260,000
19	09/17/05	Sy fastest in practice	Tempo	14	100	27,720.00	194,040.00	250,000
20	09/17/05	Pinoy driver on target for breakthrough win	Philippine Star	A31	36	19,388.16	135,717.12	256,700

21	09/18/05	Sy eyes 1st AF3 win	Phil. Daily Inquirer	A17	45	17,077.50	68,310.00	270,400
22	09/18/05	Tyson takes AF3 pole anew	Tempo	14	104	16,016.00	64,064.00	250,000
23	09/18/05	Tyson looks ready and fit	People's Journal	13	52	12,296.40	49,077.60	382,200
24	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
25	09/19/05	Tyson ends RP drought fight	Mla. Standard Today	A12	68	25,581.60	255,816.00	150,000
26	09/19/05	Perfect start gives young Sy perfect finish	Philippine Star	A30	72	38,776.32	387,763.20	256,700
27	09/19/05	Tyson in AF3 breakthrough win	People's Journal	16	78	33,127.38	331,273.80	382,200
28	09/19/05	Sy breaks silence with AF3 victory	Daily Tribune	8	139	49,539.00	495,396.00	130,000
29	09/19/05	Sy in blazing AF3 triumph	Tempo	15	146	40,471.20	283,298.40	250,000
30	09/19/05	Tyson Sy breaks through	Manila Times	B8	98	35,897.40	358,974.00	130,000
31	09/19/05	Sy ends RP drought in AF3 race	Malaya	A8	153	56,043.90	560,439.00	150,000
32	09/19/05	Perfect start gives Sy 1st AF3 victory	Phil. Daily Inquirer	A32	77	47,262.60	472,626.00	270,400
33	09/19/05	Perfect start gives Sy victory	Manila Bulletin	H1	111	60,439.50	604,395.00	260,000
34	09/20/05	Sy completes golden double in Asian F3	Phil. Daily Inquirer	A21	119	73,042.20	730,422.00	270,400
35	09/20/05	Sy scores rare AF3 double	Mla. Standard Today	A12	153	57,558.60	575,586.00	150,000
36	09/20/05	Tyson Sy makes it 2 wins in AF3	Manila Bulletin	E1	72	39,204.00	392,040.00	260,000
37	09/20/05	Sy completes golden double	Malaya	A8	105	38,461.50	384,615.00	150,000
38	09/20/05	Sweep of Indon leg boosts Sy's title bid	Daily Tribune	8	108	21,384.00	213,840.00	130,000
39	09/20/05	Sy tops 10th round for AF3 golden double	Manila Times	B6	72	14,652.00	58,608.00	123,000
40	09/20/05	RP riders shine in Stage Six	Daily Tribune	8	68	24,235.20	242,352.00	130,000

41	09/20/05	Fired-up Sy shares golden double	Philippine Star	A26	202	108,789.12	1,087,891.20	256,700
42	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
43	09/21/05	Tyson Sy - photo release	Tempo	14	45	12,474.00	87,318.00	250,000
44	09/21/05	Tyson Sy - photo release	Manila Bulletin	H1	42	22,869.00	228,690.00	260,000
45	09/22/05	Sy set to bring act to Batangas	Malaya	A8	100	36,630.00	366,300.00	250,000
46	09/22/05	Home is the champ	Mla. Standard Today	A12	36	13,543.20	135,432.00	150,000
			TOTAL		3,730	P 1,336,784.87	P 11,151,608.60	

AF3 – Sentul – September - Print Publicities (Philippines)

Total col/cms: 3,730 col/cms

Total Advertising Value of Print Publicity Efforts: P 1,336,784.87

Total Media Value of Print Publicity Efforts: P 11,151,608.60

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 Perhitungkan 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 Indonesia		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	RP 61,116,000.00	RP 378,222,000.00	

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 - James Winslow

1	Broadsheet	Motorsport News	550	3,150.00	22,050.00
			550	E 3,150.00	E 22,050.00

***In Euros**

Total col/cms: 550 col/cms

Total Advertising Value of Print Publicity Efforts: P 201,128.76

Total Media Value of Print Publicity Efforts: P 1,407,901.32

* 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	09/16/05	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
4	09/16/05	Philippines' Peña carries hopes of Minardi Team Asia	Manila Times	D3	30	6,105.00	24,420.00	123,000
5	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
6	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
7	09/28/05	Another tragedy in the making	Manila Bulletin	F3	189	102,910.50	720,373.50	260,000
TOTAL					424	P 143,708.00	P 990,464.50	

AF3 – Sentul – September- Related Articles

Total col/cms: 424 col/cms

Total Advertising Value - Print Publicity Efforts: P 143,708.00

Total Media Value - Print Publicity Efforts: P 990,464.50

Total AF3 – Sentul – September- Print Publicity Efforts

***Total Col/Cms - Print Publicity Efforts (Sentul - September) – 5,125 col/cms**

***Total Advertising Value - Print Publicity Efforts (Sentul - September) – P 1,418,703.39**

***Total Media Value –Print Publicity Efforts (Sentul - September) – P 9,638,696.49**

V. Broadcast Summary:

a.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 Efforts: P 5,174,054.31

* 1.00 IDR = 0.005434931 PHP
Indonesian Rupiah Philippine Peso

b.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

Indonesia and Philippines:

Total AF3 Broadcast Exposure: 13,163 seconds

**Total Advertising Value of Broadcast Publicity Efforts: Indonesia and Philippines
P 6,623,220.98**

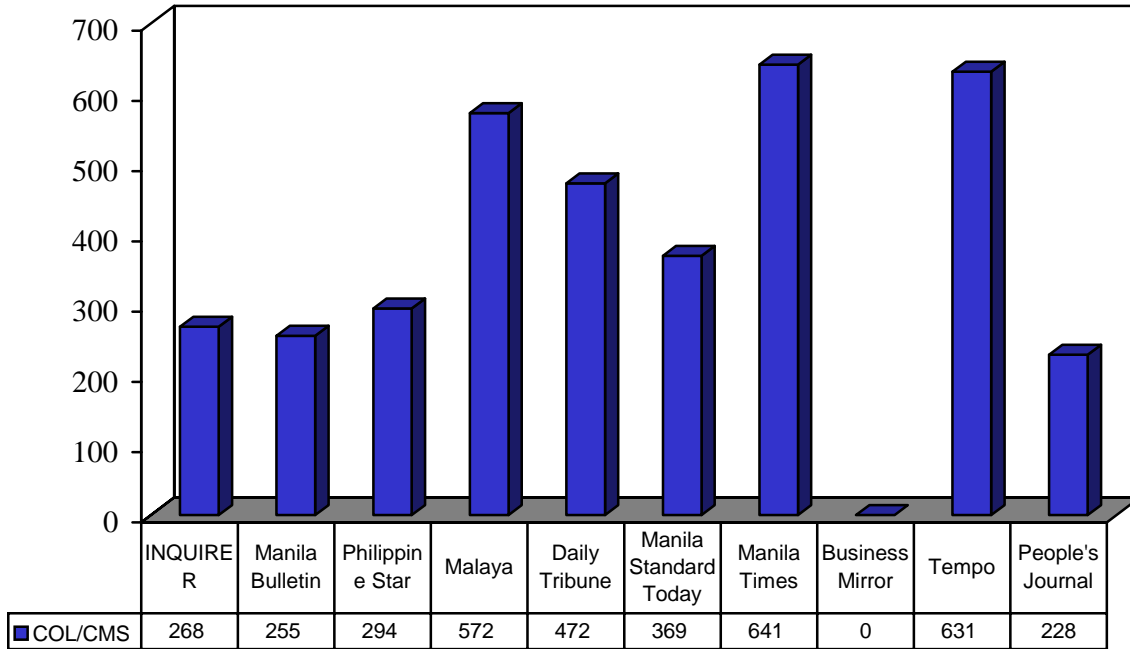
VI. Performance Analysis (Philippines c/o PSA)

A. Print Publicity per Broadsheet (Philippine Broadsheets)

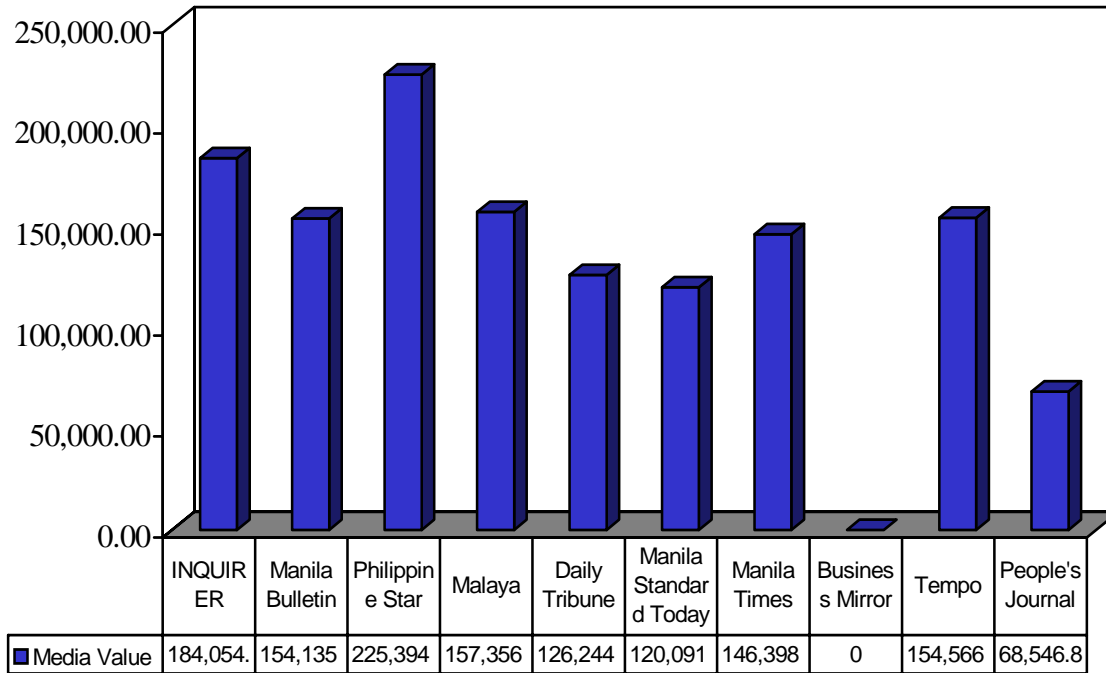
PRINT PUBLICITY PERFORMANCE

PUBLICATION	AF3 - Sentul - Sept - 2005		AF3 - Sentul - Sept - 2005		AF3 - Sentul - Sept - 2005	
	ACTUAL PERFORMANCE		TARGET PERFORMANCE		%	
	TOTAL COL/CMS	AD VALUE	TOTAL COL/CMS	AD VALUE	TOTAL COL/CMS	AD VALUE
Philippine Daily Inquirer	268	184,054.10	672	136,752.00	40%	135%
Manila Bulletin	255	154,134.89	450	136,125.00	57%	113%
Philippine Star	294	225,394.00	468	138,996.00	63%	162%
Malaya	572	157,356.00	405	133,650.00	141%	118%
Daily Tribune	472	126,244.00	640	133,760.00	74%	94%
Manila Standard Today	369	120,091.00	560	128,744.00	66%	93%
Manila Times	641	146,398.00	672	136,752.00	95%	107%
Tempo	631	154,566.00	640	133,760.00	99%	116%
People's Journal	228	68,546.88	480	126,720.00	48%	54%
TOTAL	3,730	1,336,784.87				

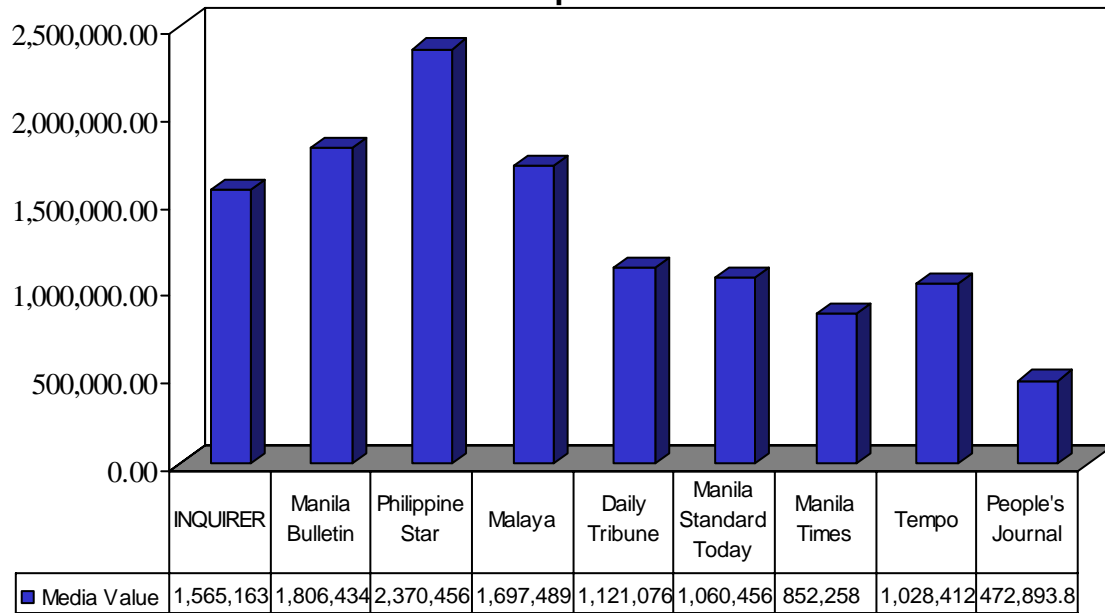
AF3 – Sentul - September –TOTAL COL/CMS



AF3 – Sentul - September – ADVERTISING VALUE



AF3 – Sentul - September – MEDIA VALUE



B. AF3 TEAMS – Print Publicity and Broadcast Exposure

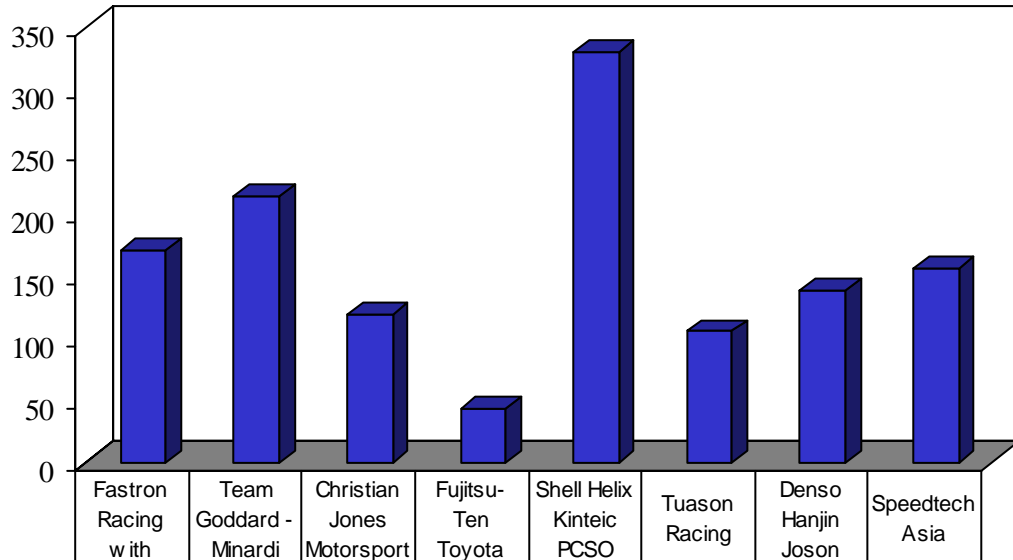
SUMMARY OF EXPOSURE - AF3 TEAMS			
PRINT PUBLICITY EXPOSURE			
TEAM NAME - DRIVERS	NO. OF TIMES MENTIONED	SHARE	TOTAL AF3 COVERAGE
Shell Helix Kinetic PCSO	64	89%	72
Pepon Marave	68	94%	72
James Winslow	79	110%	72
Lee Farrell	55	76%	72
John O'Hara	63	88%	72
TOTAL TEAM EXPOSURE	329	62%	
Team Goddard Minardi Team Asia	69	96%	72
Dado Pena	88	122%	72
Greg Murphy	39	54%	72
Mark Goddard	18	25%	72
TOTAL TEAM EXPOSURE	214	74%	
Speedtech Asia	73	101%	72
Tyson Sy	82	114%	72
TOTAL TEAM EXPOSURE	155	108%	
Christian Jones Motorsport	45	63%	72
Christian Jones	19	26%	72
Rodolfo Avila	55	76%	72
TOTAL TEAM EXPOSURE	119	55%	
Tuason Racing	59	82%	72
JP Tuason	46	64%	72
TOTAL TEAM EXPOSURE	105	73%	
Fujitsu Ten Toyota Team TOMS	25	35%	72
Justin Leonard	18	25%	72
TOTAL TEAM EXPOSURE	43	30%	
Fastron Racing with Three Bond	79	110%	72
Ananda Mikola	91	126%	72
TOTAL TEAM EXPOSURE	170	118%	
Denso Hanjin Joson Formula 3	68	94%	72
Moreno Soeprpto	70	97%	72
TOTAL TEAM EXPOSURE	138	96%	
Team T.E.C	29	40%	72
Enzo Pastor	32	44%	72
TOTAL TEAM EXPOSURE	61	42%	
Others			
AF3 Logo	102	142%	72
AF3 website: www.asianf3.net	65	90%	72

* Total number of Print Publicity - AF3 - Sentul Race: **72**

NOTE:

Names and photos associated to a respective team are counted per mention in a publicity releases. This means, a particular team names or driver names can exceed the number of the total publicity releases due to multiple mention in a publicity release.

AF3 – Sentul – September 2005 AF3 Teams Print Publicity Exposure



■ No. of Times Mentioned	170	214	119	43	329	105	138	155
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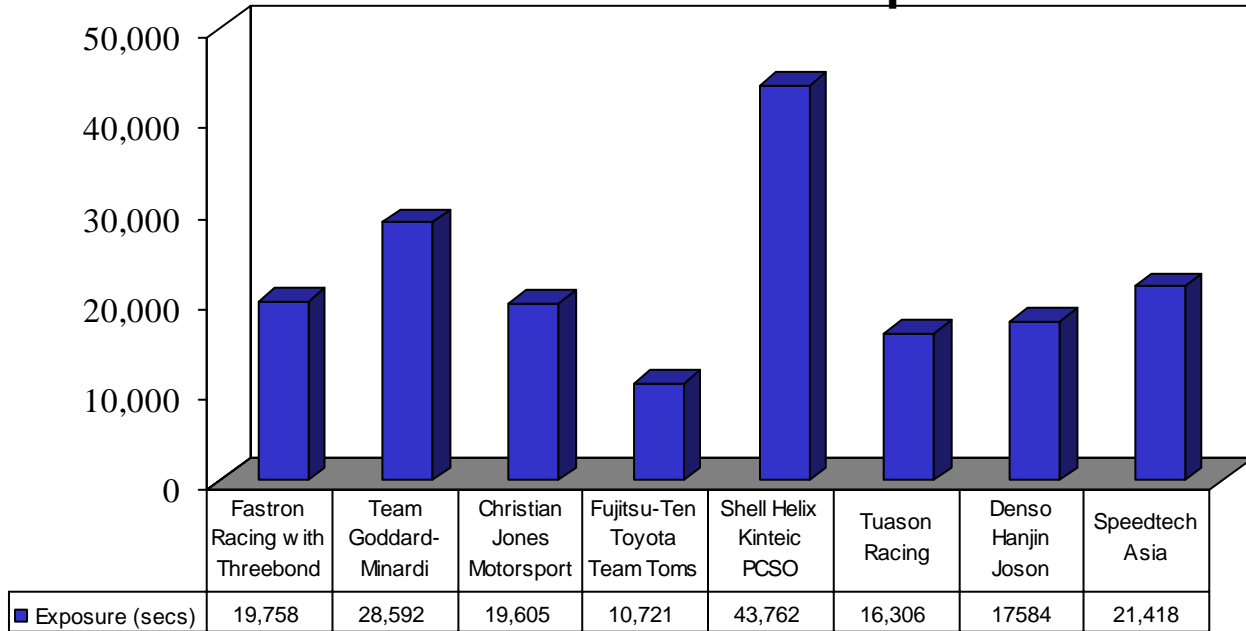
AF3 Sentul – September - 2005

AF3 Teams Broadcast Exposure

TEAM NAME - DRIVERS	NO. OF TIMES MENTIONED	SHARE	TOTAL AF3 COVERAGE
Shell Helix Kinetic PCSO	8,462	64%	13,163
Pepon Marave	7,540	57%	13,163
James Winslow	10,223	78%	13,163
Lee Farrell	6,339	48%	13,163
John O'Hara	11,198	85%	13,163
TOTAL TEAM EXPOSURE	43,762	66%	
Team Goddard Minardi Team Asia	8,462	64%	13,163
Dado Pena	11,190	85%	13,163
Greg Murphy	8,940	68%	13,163
TOTAL TEAM EXPOSURE	28,592	72%	
Speedtech Asia	8,462	64%	13,163
Tyson Sy	12,956	98%	13,163
TOTAL TEAM EXPOSURE	21,418	81%	
Christian Jones Motorsport	8,462	64%	13,163
Christian Jones	2,199	17%	13,163
Rodolfo Avila	8,944	68%	13,163
TOTAL TEAM EXPOSURE	19,605	50%	
Tuason Racing	8,462	64%	13,163
JP Tuason	7,844	60%	13,163
TOTAL TEAM EXPOSURE	16,306	62%	
Fujitsu Ten Toyota Team TOMS	8,462	64%	13,163
Justine Leonard	2,259	17%	13,163
TOTAL TEAM EXPOSURE	10,721	41%	
Fastron Racing with Three Bond	8,462	64%	13,163
Ananda Mikola	11,296	86%	13,163
TOTAL TEAM EXPOSURE	19,758	75%	
Denso Hanjin Joson Formula 3	8,462	64%	13,163
Moreno Soeprapto	9,122	69%	13,163
TOTAL TEAM EXPOSURE	17,584	67%	
Team T.E.C	8,462	64%	13,163
Enzo Pastor	3,690	28%	13,163
TOTAL TEAM EXPOSURE	12,152	46%	
ASIAN FORMULA 3	8,993	68%	13,163
AF3 Logo	8,002	61%	13,163
AF3 website: www.asianf3.net	0	0%	13,163
TOTAL	16,995	43%	

* Total number of Broadcast Exposure (LATIVI and RJTV 29)
Sentul - September 2005 13,163 seconds

AF3 Sentul – September - 2005 AF3 Teams Broadcast Exposure



SUMMARY:

- The Manila Times had the most number of AF3 pick-ups with seven (7) followed by Daily Tribune, Manila Bulletin, Malaya, Philippine Daily Inquirer, Tempo and Philippine Star with six (6). Manila Standard Today and People’s Journal picked-up four (4) AF3 releases.
- For print publicities (AF3 Teams), Shell - Helix Kinetic PCSO have the highest exposure followed by Team Goddard Minardi Team Asia and Fastron Racing with Threebond.
- For broadcast publicity, Shell Helix Kinetic PCSO have the highest exposure followed by Team Gooddard Minardi Team Asia and Speedtech Asia. Aside from the Lativi live broadcast in Indonesia, Dado Peña, Tyson Sy and John O’Hara have broadcast exposure through RJTV’s “Jojo All The Way!” guesting.
- Aside from news pick-ups in Philippine broadsheets, AF3 news and feature articles were also picked up by broadsheets in Indonesia. These are: Rakyat Merdeka, Kompas, Goal, Otomotif, Harjan Seputar Indonesia, Media Indonesia, Berita Kota, Non-Stop, Indopos and Business Week (Indonesian Edition. In addition, AF3 Sentul was also picked-up by Britain’s Motorposrt News.
- The Sentul, Indonesia leg of Asian Formula 3 was shown live on LATIVI which attracts 9.3% of the total Indonesian viewership, 34 million homes

Prepared by:

Noted by:

Ronwald Allan B. Urquiola
PR Consultant

Alfredo “Rebs” Rebillon
Division Manager