

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 : Asian Formula 3 Philippine Grand Prix Post Race Report
May 6 & 7, 2006

COPIES : Mark Goddard
Audrey General
Charlie Agatep
AAI files

Highlights:

- Publicity efforts for the Asian Formula 3 Philippine Grand Prix included the following:
 - Pre-publicity (Print and TV)
 - AF3 Philippine Grand Prix Print Ad – Manila Bulletin
 - Post Publicity
 - TV Announcements
 - 30-sec Radio AOBs
 - Live TV Coverage
- Print publicity for the Asian Formula 3 Philippine Grand Prix totaled **6,933 col/cms** with a total advertising value of **P 2,644,761.54** and total media value of **P 21,653,906.16**
- Broadcast publicity totaled **36,747 seconds** with a total advertising value of **P 82,869,166.58**

GRAND TOTAL:

Asian Formula 3 Philippine Grand Prix Print and Broadcast Publicity

Col/cms: 6,933 col/cms

Broadcast Exposure: 36,747 secs

Ad Value: P 85,513,928.19

Media Value: P 21,653,906.16

In US Dollars (P 1.00 = \$ 0.0191439)

Ad Value: \$ 1,637,070.09

Media Value: \$ 414,540.21

I. Print Publicity

No	Date	Article	Publication	Page	Col/ Cms	Advertising Value	Media Value	Circulation
1	05/01/06	AF3 drivers gear up for opening round	Manila Bulletin	H4	85	P 46,285.50	P 462,588.00	260,000
2	05/01/06	AF3 drivers prep up for opening rounds	Manila Times	B6	96	P 19,536.00	P 78,144.00	123,000
3	05/01/06	Drivers gear up for AF3 opener	Manila Standard Today	A11	98	P 20,482.00	P 81,928.00	150,000
4	05/01/06	AF3 drivers gearing up for opening 3 rounds	Malaya	A10	120	P 43,956.00	P 439,560.00	150,000
5	05/01/06	AF3 drivers gear up for opening rounds	Daily Tribune	8	99	P 35,283.60	P 352,836.00	130,000
6	05/01/06	Drivers gear up for AF3 kick-off	Philippine Daily Inquirer	A34	99	P 35,937.00	P 143,748.00	270,400
7	05/01/06	PSA forum features	Manila Times	B6	20	P 4,070.00	P 16,280.00	123,000
8	05/01/06	Asian Formula 3 at PSA Forum	Manila Bulletin	H3	18	P 5,445.00	P 21,780.00	260,000
9	05/01/06	AF3 riders at Forum	Tempo	15	14	P 2,156.00	P 8,624.00	250,000
10	05/01/06	PSA Forum tackles Asian Formula 3	Manila Standard Today	A9	15	P 3,135.00	P 12,540.00	150,000
11	05/02/06	AF3 drivers grace Forum	Malaya	A8	20	P 4,070.00	P 40,700.00	150,000
12	05/02/06	Sy likes his AF3 chances	Manila Standard Today	A13	40	P 8,360.00	P 58,520.00	150,000
13	05/02/06	AF3 drivers at the PSA Forum	Malaya	A8	28	P 5,698.00	P 56,980.00	150,000
14	05/02/06	Sy seeks AF3 crown	Philippine Daily Inquirer	A23	27	P 9,801.00	P 98,010.00	270,400
15	05/02/06	Tyson sets sight on AF3 crown	People's Journal	15	36	P 8,494.20	P 33,976.80	382,200
16	05/02/06	New car, new hope – Tyson confident of AF3 chances	Tempo	13	44	P 12,196.00	P 85,377.60	250,000
17	05/03/06	Top lady driver Gaby Dela Merced – Photo Release	Manila Standard Today	A11	40	P 8,360.00	P 33,440.00	150,000

No	Date	Article	Publication	Page	Col/ Cms	Advertising Value	Media Value	Circulation
18	05/03/06	Filipino drivers in spotlight	Manila Standard Today	A11	52	P 10,868.00	P 43,472.00	150,000
19	05/03/06	Anybody's race – Wide-open fight seen in AF3	People's Journal	15	52	P 12,269.40	P 49,077.60	382,200
20	05/03/06	Will luck smile on Sy?	Tempo	14	44	P 6,776.00	P 27,104.00	250,000
21	05/03/06	Sy sets sights on title as circuit gets going	Manila Times	B8	39	P 7,936.50	P 79,365.00	123,000
22	05/03/06	Wide open race in AF3	Tempo	14	132	P 36,590.40	P 256,132.80	250,000
23	05/03/06	Wide-open race seen in AF3 series in 2006	Manila Times	B8	78	P 28,571.40	P 285,714.00	123,000
24	05/03/06	Sy out to give it another try	Malaya	A8	50	P 10,175.00	P 101,750.00	150,000
25	05/03/06	Tyson sets hopes high	Business Mirror	C2	60	P 32,940.00	P 230,580.00	65,000
26	05/03/06	Tyson Sy sets sight on 2006 AF3 championship	Philippine Star	10	114	P 22,572.00	P 225,720.00	256,700
27	05/03/06	Tyson all out for AF3 overall championship bid	Daily Tribune	10	60	P 11,880.00	P 118,800.00	130,000
28	05/03/06	Everything's equal in '06 AF3 season	Daily Tribune	10	51	P 27,466.56	P 192,265.92	130,000
29	05/03/06	Sy, Peña men to watch in AF3 race	Philippine Star	A-28	128	P 68,935.68	P 689,356.80	256,700
30	05/03/06	AF3 season gets going – Tyson Sy, Dado Peña favored in opening leg of 2006 series at Batangas Circuit	Business Mirror	C2	105	P 57,645.00	P 403,515.00	65,000
31	05/04/06	Asian Formula Three – Bracing for Batangas	Business Mirror	D1	112	P 61,488.00	P 614,880.00	65,000
32	05/04/06	Asian Formula 3 – Full Blast	Business Mirror	C2	161	P 88,389.00	P 618,273.00	65,000

No	Date	Article	Publication	Page	Col/ Cms	Advertising Value	Media Value	Circulation
33	05/04/06	Sy, Peña to test-drive F1 cars	Manila Times	B8	32	P 6,512.00	P 65,120.00	123,000
34	05/04/06	Pinoy F1 dream soon a reality	Daily Tribune	10	40	P 7,920.00	P 79,200.00	130,000
35	05/04/06	Filipino driver to test-drive for F1?	Manila Standard Today	A11	192	P 40,128.00	P 160,512.00	150,000
36	05/04/06	Pinoy may test drive in Formula 1 next year	Malaya	A7	39	P 7,936.50	P 31,746.00	150,000
37	05/04/06	F1 test for RP racers eyed	Manila Bulletin	F4	48	P 14,520.00	P 145,200.00	260,000
38	05/05/06	Sy, Peña post fastest times at BRC circuit	Manila Times	B8	48	P 9,768.00	P 97,680.00	123,000
39	05/05/06	Sy, Peña submit fastest times in practice	Philippine Star	18	80	P 43,084.80	P 430,848.00	256,700
40	05/05/06	Tyson Sy sets sight on 2006 AF3 championship	Manila Bulletin	F4	66	P 19,965.00	P 199,650.00	260,000
41	05/05/06	Sy, Peña rev up with fastest times	Malaya	A8	44	P 9,196.00	P 91,960.00	150,000
42	05/05/06	Sy, Peña 1-2 in AF3 practice runs	Manila Bulletin	H2	48	P 14,520.00	P 58,080.00	260,000
43	05/05/06	Fastest times to Sy, Dado	Manila Standard Today	A12	38	P 7,942.00	P 79,420.00	150,000
44	05/06/06	Tyson, Dado raise hopes for Pinoy win	Malaya	A10	69	P 14,041.50	P 56,166.00	150,000
45	05/06/06	Ray of hope shines early for Pinoy AF3 bets	Daily Tribune	9	123	P 24,354.00	P 97,416.00	130,000
46	05/06/06	Sy confident he has what it takes	Malaya	A10	110	P 40,293.00	P 402,930.00	150,000
47	05/06/06	Bumgarner tries hand at F3 racing	Malaya	A10	60	P 21,978.00	P 219,780.00	150,000
48	05/06/06	Bumgarner tries mettle in AF3 racing	Philippine Star	A29	72	P 38,776.32	P 271,434.24	256,700
49	05/06/06	Michele takes challenge of F3 racing	Philippine Daily Inquirer	A25	36	P 23,522.40	P 164,656.80	270,400
50	05/06/06	Sy Peña raise RP hope in AF3	Manila Bulletin	I-3	99	P 53,905.50	P 377,338.50	260,000

No	Date	Article	Publication	Page	Col/ Cms	Advertising Value	Media Value	Circulation
51	05/06/06	Sy quickest in practice; Peña 2nd	Philippine Daily Inquirer	A25	117	P 76,477.80	P 535,134.60	270,400
52	05/07/06	First strike by Tyson	Manila Bulletin	M4	136	P 86,169.60	P 861,696.00	260,000
53	05/07/06	SY zooms to victory in Asian F3 opener	Philippine Daily Inquirer	A35	100	P 41,800.00	P 167,200.00	270,400
54	05/07/06	Sy surges to win first round – O'hara's car breaks down to allow Pinoy bets to finish 1-2	Manila Times	A8	77	P 28,205.10	P 282,051.00	123,000
55	05/08/06	Sy makes it two in row in Asian Formula-3	Philippine Star	22	113	P 60,857.28	P 426,000.96	256,700
56	05/08/06	Sy frolics in Batangas AF3	Malaya	A7	153	P 31,135.50	P 124,542.00	150,000
57	05/08/06	Sy smells AF3 plum	Daily Tribune	8	164	P 58,449.60	P 584,496.00	130,000
58	05/08/06	Sy secures 2 nd straight triumph	Manila Times	B6	82	P 16,687.00	P 66,748.00	123,000
59	05/08/06	Tyson blows AF3 field away	Manila Standard Today	A12	175	P 65,835.00	P 658,350.00	150,000
60	05/08/06	Sy, Peña sustain big runs in AF3	Philippine Star	18	42	P 22,619.52	P 226,195.20	256,700
61	05/08/06	Tyson blows away field	Manila Bulletin	I4	127	P 69,151.50	P 691,515.00	260,000
62	05/08/06	Asian F3 Round 2 – Fiery Sy makes it two in a row with Round 2 victory	Philippine Daily Inquirer	A29	222	P 145,054.80	P 1,450,548.00	270,400
63	05/09/06	Scorching AF3 start – Tyson sweeps all weekend races	Daily Tribune	10	184	P 36,432.00	P 145,728.00	130,000
64	05/09/06	Tyson completes AF3 sweep	Philippine Star	14	128	P 68,935.68	P 482,549.76	256,700
65	05/09/06	Asian F3 Round 3 – Sy completes handsome hat trick	Philippine Daily Inquirer	A21	99	P 64,686.60	P 646,866.00	270,400
66	05/09/06	Sy makes it 3 in a row	Manila Standard Today	A12	108	P 40,629.60	P 406,296.00	150,000
67	05/09/06	Perfect 3 – Sy completes sweep of AF3 opening rounds; Peña weighs in	Malaya	A8	199	P 72,893.70	P 728,937.00	150,000

No	Date	Article	Publication	Page	Col/ Cms	Advertising Value	Media Value	Circulation
68	05/09/06	Well-planned strategy leaves Tyson's AF3 rivals eating dust	Manila Bulletin	F1	117	P 63,706.50	P 637,065.00	260,000
69	05/09/06	Sy sweeps AF3 rounds	Manila Times	B6	138	P 28,083.00	P 112,332.00	123,000
70	05/10/06	Michele, Gaby pass initial AF3 test	Malaya	A8	65	P 23,809.50	P 238,095.00	150,000
71	05/10/06	Lady drivers insist there's no rivalry	Manila Times	B8	55	P 20,146.50	P 201,465.00	123,000
72	05/10/06	Gaby, Michele downplay rivalry	Manila Standard Today	A12	108	P 40,629.60	P 406,296.00	150,000
73	05/10/06	Tuason comes up big in Formula 3	Philippine Daily Inquirer	A16	30	P 10,890.00	P 108,900.00	270,400
74	05/10/06	Michele vs. gaby in AF3? Naah! There's no rivalry really, its just that they're both ladies	Business Mirror	D3	80	P 43,920.00	P 307,440.00	65,000
75	05/08/06	Back-toback for Tyson	People's Journal	14	30	P 7,078.50	P 70,785.00	382,200
76	05/08/06	A double for Tyson	Tempo	16	136	P 37,699.20	P 376,992.00	250,000
77	05/07/06	Sy rukes AF3 opener	People's Journal	13	127	P 57,534.05	P 575,340.48	382,200
78	05/04/06	New car, new hope for Sy	People's Journal	13	57	P 13,449.15	P 53,796.60	382,200
79	05/04/06	Peña says RP driver may test-drive in F1	Tempo	13	39	P 6,006.00	P 24,024.00	250,000
80	05/06/06	AF3 hoped pinned on Sy, Peña	Tempo	13	36	P 5,544.00	P 22,176.00	250,000
81	05/07/06	Tyson roars early	Tempo	14	65	P 11,797.50	P 117,975.00	250,000
			TOTAL		6,690	P 2,512,448.04	P 20,727,711.66	

Total Col/Cms.....6,690 col/cms
Total Advertising Value of Print Publicity Efforts.....P 2,512,448.04
Total Media Value of Print Publicity Efforts.....P 20,727,711.66

II. ASIAN FORMULA 3 PHILIPPINE GRAND PRIX - Print Ad

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	05/06/06	ASIAN FORMULA 3 Philippine Grand Prix 2006	Manila Bulletin	13	243	P 132,313.50	P 926,194.50	250,000
			TOTAL		243	P 132,313.50	P 926,194.50	

Total col/cms Print Ads – 243 col/cms
Total Advertising Value Print Ads - P 132,313.50
Total Media Value - Print Ads – P 926,194.50

GRAND TOTAL Print Publicity – 6,933 col/cms
GRAND TOTAL Print Publicity - Advertising Value – P 2,644,761.54
GRAND TOTAL Print Publicity – Media Value – P 21,653,906.1

III. Broadcast Summary: (TV AOBs, AF3 Edited TV, AF3 Live Coverage, News Features, etc)

Broadcast Date	TV Program	Air Time	Advertising Value
March 26, 2006	Studio 23 AF3 – BRC – April 2005 (Edited TV)	3,600 secs	P 7,800,000.00
April 2, 2006	Studio 23 AF3 – Zhuhai – May 2005 (Edited TV)	3,600 secs	P 7,800,000.00
April 2, 2006	Studio 23- Lunch Box Office	30 secs	P 65,000.00
April 2, 2006	Studio – 23 PBL (Opening Ceremony)	30 secs	P 65,000.00
April 2, 2006	Studio 23 - PBL Game 2	30 secs	P 65,000.00
April 2, 2006	Studio 23 - Sports TV	30 secs	P 65,000.00
April 2, 2006	Studio 23 - Survivor Palau	30 secs	P65,000.00
April 2, 2006	Studio 23 - The Bachelor	30 secs	P 65,000.00

Broadcast Date	TV Program	Air Time	Advertising Value
April 2, 2006	Studio 23 – Studio 23 Presents	30 secs	P 65,000.00
April 3, 2006	Studio 23 - Amazing Race 4	30 secs	P 65,000.00
April 3, 2006	Studio 23 -Stoplight TV	30 secs	P 65,000.00
April 3, 2006	Studio 23 - Hotwire	30 secs	P 65,000.00
April 3, 2006	Studio 23 - Ngniig	30 secs	P 65,000.00
April 3, 2006	Studio 23 - Y Speak	30 secs	P 65,000.00
April 3, 2006	Studio 23 - F	30 secs	P 65,000.00
April 3, 2006	Studio 23 - Fastlane	30 secs	P 65,000.00
April 4, 2006	Studio 23 - Break Fast	30 secs	P 65,000.00
April 4, 2006	Studio 23 - Lunch Box Office	30 secs	P 65,000.00
April 4, 2006	Studio 23 - Bewitched	30 secs	P 65,000.00
April 4, 2006	Studio 23 - Getbackers	30 secs	P 65,000.00
April 4, 2006	Studio 23 Wazz Up Wazz Up	30 secs	P 65,000.00
April 4, 2006	Studio23 True Calling	30 secs	P 65,000.00
April 4, 2006	Studio 23 - Chamed	30 secs	P 65,000.00
April 4, 2006	Studio 23 – News Central	30 secs	P 65,000.00
April 4, 2006	Studio23 True Calling	30 secs	P 65,000.00
April 4, 2006	Studio 23 - Chamed	30 secs	P 65,000.00
April 4, 2006	Studio 23 – News Central	30 secs	P 65,000.00
April 4, 2006	Studio23 True Calling	30 secs	P 65,000.00
April 5, 2006	Studio 23 – PBL Game 2	30 secs	P 65,000.00
April 5, 2006	Studio 23 – Rebel Billionaire	30 secs	P 65,000.00
April 5, 2006	Studio 23 - ANgel	30 secs	P 65,000.00
April 5, 2006	Studio 23 - Smallville	30 secs	P 65,000.00

Broadcast Date	TV Program	Air Time	Advertising Value
April 5, 2006	Studio23 Men's Room	30 secs	P 65,000.00
April 6, 2006	Studio 23 - Breakfast	30 secs	P 65,000.00
April 6, 2006	Studio 23 – Amazing Race 7 (Live)	30 secs	P 65,000.00
April 6, 2006	Studio 23 – Lunch Box Office	30 secs	P 65,000.00
April 6, 2006	Studio 23 – Bewtiched	30 secs	P 65,000.00
April 6, 2006	Studio 23 Wazz Up Wazz Up	30 secs	P 65,000.00
April 6, 2006	Studio 23 - CSI	30 secs	P 65,000.00
April 6, 2006	Studio 23 – Las Vegas	30 secs	P 65,000.00
April 6, 2006	Studio 23 – News Central	30 secs	P 65,000.00
April 6, 2006	Studio23 - Oprah	30 secs	P 65,000.00
April 7, 2006	Studio 23 – News Central Morning Edition	30 secs	P 65,000.00
April 7, 2006	Studio 23 - Breakfast	30 secs	P 65,000.00
April 7, 2006	Studio 23 – Lunch Box Office	30 secs	P 65,000.00
April 7, 2006	Studio 23 - PBL Game 1	30 secs	P 65,000.00
April 7, 2006	Studio 23 – Sports Report	30 secs	P 65,000.00
April 7, 2006	Studio 23 Wazz Up Wazz Up	30 secs	P 65,000.00
April 7, 2006	Studio 23 – Amazing Race Primetime	30 secs	P 65,000.00
April 7, 2006	Studio 23 – News Central	30 secs	P 65,000.00
April 7, 2006	Studio 23 - Oprah	30 secs	P 65,000.00
April 8, 2006	Studio 23 - Breakfast	30 secs	P 65,000.00
April 8, 2006	Studio 23 – In Fitness & In Health	30 secs	P 65,000.00
April 8, 2006	Studio 23 – Lunch Box Office	30 secs	P 65,000.00
April 8, 2006	Studio 23 Wazz Up Wazz Up	30 secs	P 65,000.00
April 8, 2006	Studio 23 – Barkada Nights	30 secs	P 65,000.00
April 8, 2006	Studio 23 – First Miss Asean Pageant	30 secs	P 65,000.00
April 8, 2006	Studio23 Sounds Style	30 secs	P 65,000.00

Broadcast Date	TV Program	Air Time	Advertising Value
April 9, 2006	Studio 23 AF3 – Zhuhai – June 2005 (Edited TV)	3,600 secs	P 7,800,000.00
April 9, 2006	Studio 23 – Team Explorer	30 secs	P 65,000.00
April 9, 2006	Studio 23 – Lunch Box Office	30 secs	P 65,000.00
April 9, 2006	Studio 23 – PBL Game 1	30 secs	P 65,000.00
April 9, 2006	Studio 23 – PBL Game 2	30 secs	P 65,000.00
April 9, 2006	Studio 23 – Sports TV	30 secs	P 65,000.00
April 9, 2006	Studio23 – Studio 23 Presents	30 secs	P 65,000.00
April 16, 2006	Studio 23 AF3 – Sentul – August 2005 (Edited TV)	3,600 secs	P 7,800,000.00
April 23, 2006	Studio 23 AF3 – Sentul – September 2005 (Edited TV)	3,600 secs	P 7,800,000.00
April 30, 2006	Studio 23 AF3 – BRC – November 2005 (Edited TV)	3,600 secs	P 7,800,000.00
May 7, 2006	Studio 23 - Asian Formula 3 Philippine Grand Prix	4,168.50 secs	P 9,504,000.00
May 7, 2006	Studio 23 - Asian Formula 3 Philippine Grand Prix	4,168.50 secs	P 14,256,000.00
May 8, 2006	Solar Sports – Michele Bumgarner in AF3	576 secs	P 1,344,000.00
May 8, 2006	RPN 9 – News Show (7:00 pm)	165 secs	P 330,000.00
May 8, 2006	RPN 9 – News Watch (10:00pm)	165 secs	P 275,000.00
May 9, 2006	Solar Sports – AF3 Winners – Tyson Sy and Dado Peña	310 secs	P 723,333.33
May 9, 2006	NBN 4 – Teledyaryo Guesting – Tyson Sy	1,201 secs	P 1,000,833.33
May 10, 2006	GMA 7 – Unang Hirit – Tyson Sy	310 secs	P 155,000.00
May 20, 2006	Studio 23 – Stoplight – AF3 Philippine Grand Prix-Part 1	341 secs	P 568,333.33
May 20, 2006	Prime Channel – AF3 Philippine Grand Prix-Part 1	341 secs	P 738,833.33

Broadcast Date	TV Program	Air Time	Advertising Value
May 20, 2006	Prime Channel – AF3 Philippine Grand Prix- Part 1	341 secs	P 738,833.33
May 27, 2006	Studio 23 – Stoplight – AF3 Philippine Grand Prix-Part 2	390 secs	P 650,000.00
May 27, 2006	Prime Channel – AF3 Philippine Grand Prix- Part 2	390 secs	P 845,000.00
May 27, 2006	Prime Channel – AF3 Philippine Grand Prix- Part 2	390 secs	P 845,000.00
	TOTAL	36,747 secs	P 82,869,166.65

- See Attached Ad Value Source for basis (Annex A)

Total AF3 Broadcast Exposure: 36,747 seconds

Total Advertising Value of Broadcast Efforts: P 82,869,166.65

GRAND TOTAL ASIAN FORMULA 3 PHILIPPINE GRAND PRIX PUBLICITY:

Broadcast Exposure (in seconds): 36,747 secs

Broadcast Publicity Ad Value: P 82,869,166.65

GRAND TOTAL:

Asian Formula 3 Philippine Grand Prix Print and Broadcast Publicity

Col/cms: 6,933 col/cms

Broadcast Exposure: 36,747 secs

Ad Value: P 85,513,928.19

Media Value: P 21,653,90

IV. AF3 Partners – Publicity Exposure

A. Print Publicity

SUMMARY OF EXPOSURE - AF3 PARTNERS			
PRINT PUBLICITY			
BRAND	NO. OF TIMES MENTIONED	SHARE	TOTAL AF3 COVERAGE
PLDT MyDSL	110	136%	81
PLDT MyPAD	110	136%	81
www.pldtmypad.com	74	91%	81
Yokohama Tires	95	117%	81
Denso	95	117%	81
Ford	95	117%	81
Lima City Hotel	95	117%	81
Oxy Enhanced Water	95	117%	81
Bigshot Billards	95	117%	81
Mossimo	95	117%	81
Manila Bulletin	20	25%	81
Top Gear Philippines	65	80%	81
Animo	65	80%	81
FU	65	80%	81
Celebrity Connect	65	80%	81

* Total number of Print Publicity - AF3 - BRC Race: **81**
 (AF3 Publicity Releases and AF3 Print Ads)

NOTE:

Brand name and Brand logo associated to an AF3 sponsor are counted per exposure/mention in all the AF3 print publicities.

B. Broadcast Publicity (LIVE COVERAGE Only - May 7, 2006)

**SUMMARY OF EXPOSURE - AF3 SPONSORS
BROADCAST PUBLICITY**

BRAND	EXPOSURE (secs)	SHARE	TOTAL AF3 COVERAGE
PLDT MyDSL	7,446	49%	15,147
PLDT MyPAD	6,588	43%	15,147
www.pldtmypad.com	754	5%	15,147
Yokohama Tires	5,400	36%	15,147
Denso	4,950	33%	15,147
Ford	2,640	17%	15,147
Lima City Hotel	2,640	17%	15,147
Oxy Enhanced Water	2,640	17%	15,147
Bigshot Billards	2,640	17%	15,147
Mossimo	5,466	36%	15,147
Manila Bulletin	2,807	19%	15,147
Top Gear Philippines	1,465	10%	15,147
Animo	1,465		15,147
FU	1,465	10%	15,147
Celebrity Connect	1,465	10%	15,147

* Total number of Broadcast Exposures - AF3 - BRC Race: **15,147 secs**
(AF3 Race, TV News Features)

NOTE:

Brand name and Brand logo associated to an AF3 sponsor are counted per exposure/mention in all the broadcast exposures.

Reference: MEDIA BANC Manila Monitoring Services, Inc.

V. SUMMARY:

- The ASIAN FORMULA 3 PHILIPPINE GRAND PRIX event made an extensive promotion campaign that included the following:
 - TV AOB in Studio 23
 - Special press conference in the weekly PSA forum
 - Extensive coverage of 10 broadsheets namely:
 - ❖ Philippine Daily Inquirer
 - ❖ Manila Bulletin
 - ❖ Philippine Star
 - ❖ Manila Times
 - ❖ Malaya
 - ❖ Daily Tribune
 - ❖ Manila Standard Today
 - ❖ Business Mirror
 - ❖ Tempo
 - ❖ People's Journal
 - TV Guestings
 - Print Ad in Manila Bulletin (Half Page, Full Color, May 6, 2006 issue)

- A total of **81 AF3 stories** were picked-up by the 10 broadsheets. This excludes special AF3 features on AF3's glossy magazine media partners Top Gear Philippines, ANIMO Magazine, Celebrity Connect Magazine and FU Magazine which will come out next month.

- Aside from AF3's official TV partner Studio 23, broadcast groups from RPN 9, NBN 4, GMA 7 and Solar Sports covered the Asian Formula Philippine Grand Prix in Batangas Racing Circuit in Rosario, Batangas.

Prepared By:

R. A. Urquiola
PR Consultant
Agatep Associates Inc.