



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 (Pan Delta Super Racing Festival)
Post Race Report - Philippines
Zhuhai International Circuit, Zhuhai, China
June 17 - 18 2006

COPIES : Mark Goddard
Audrey General
Charlie Agatep

Highlights:

- Publicity efforts for the Asian Formula 3 (Pan Delta Super Racing Festival) included the following:
 - Pre-publicity (Print and TV)
 - Asian Formula 3 Print Ad
 - The Standard, Hong Kong Business Paper
 - Post Publicity
 - TV Announcements
 - Live TV Coverage (Zhuhai TV)
- Print publicity for the Asian Formula 3 (Pan Delta Super Racing Festival) totaled **4,667 col/cms** with a total advertising value of **P 1,622,779.21** and total media value of **P 11,236,236.44**
- Broadcast publicity totaled **5,945 seconds** with a total advertising value of **P 48,191,666.66**

GRAND TOTAL:

Asian Formula 3 (Pan Delta Racing Festival) Print and Broadcast Publicity

Col/cms: 4,667 col/cms

Broadcast Exposure: 5,945 secs

Ad Value: P 49,814,445.87

Media Value: P 11,236,236.44

In US Dollars (P 1.00 = \$ 0.0191439)

Ad Value: \$ 953,642.77

Media Value: \$ 215,105.39

I. Print Publicity

No	Date	Article	Publication	Page	Col/ Cms	Advertising Value	Media Value	Circulation
1	06/09/06	Sy Peña drivers to watch in AF3 leg in Guangdong	Business Mirror	D4	42	23,058.00	161,406.00	65,000
2	06/09/06	AF3 not wanting in foreign talent	Manila Standard Today	A11	36	7,524.00	30,096.00	150,000
3	06/09/06	Sy, Peña drivers to watch in China AF3	Philippine Star	A30	87	46,854.72	327,983.04	256,700
4	06/09/06	3 new drivers debut in Zuhai leg of AF3	Manila Times	B3	36	7,326.00	29,304.00	130,000
5	06/09/06	Sy Peña picked in Zhuhai AF3 races	Manila Bulletin	I3	54	29,403.00	205,821.00	260,000
6	06/09/06	AF3 revs up for next 3 rounds in China	Malaya	A8	78	28,571.40	199,999.80	150,000
7	06/09/06	China AF3 race open for Tyson, Dado	Daily Tribune	10	54	9,900.00	39,600.00	130,000
8	06/09/06	New foreign drivers to test Tyson, Pena in China AF3	Tempo	14	48	7,526.40	30,105.60	250,000
9	06/11/06	Sy raring to make a repeat in Zhuhai	Manila Bulletin	O2	35	22,176.00	155,232.00	260,000
10	06/12/06	AF3 bets raring to go	Philippine Daily Inquirer	A32	33	11,979.00	47,916.00	270,400
11	06/12/06	Pena raring to test new car for China	Malaya	A8	48	17,902.08	179,020.80	150,000
12	06/12/06	Pena to use new car in Zhuhai AF3	Manila Standard Today	A11	48	10,214.40	40,857.60	150,000
13	06/12/06	Pena to test new car in China AF3	Philippine Star	A26	54	18,144.00	72,576.00	256,700
14	06/12/06	Pena eager to try out new car for Zuhai leg	Manila Times	B6	48	11,558.40	46,233.60	123,000
15	06/12/06	Dado can't wait to test new car	Business Mirror	D2	48	14,640.00	58,560.00	65,000
16	06/13/06	Briton could give Sy the headache	Business Mirror	D3	65	19,825.00	79,300.00	65,000
17	06/13/06	Briton Peña top Sy rivals in AF3 races	Philippine Daily Inquirer	A23	48	17,424.00	69,696.00	270,400
18	06/13/06	Sy grids for showdown with Briton	Philippine Star	14	62	33,390.72	233,735.04	256,700
19	06/13/06	Sy wary of British driver	Manila Standard Today	A11	63	13,167.00	52,668.00	150,000
20	06/13/06	Sy wary of Peña, British F3 driver	Manila Bulletin	F2	55	16,637.50	66,550.00	260,000

21	06/13/06	Peña not Tyson's single concern in Zhuhai race	Daily Tribune	10	60	11,880.00	47,520.00	130,000
22	06/14/06	No less than a 1-2 finish	Business Mirror	D2	95	52,155.00	365,085.00	65,000
23	06/14/06	Pinoy drivers project sweep of Asian F3 races in China	Manila Times	B7	98	23,598.40	94,393.60	130,000
24	06/14/06	Hopes high fro RP sweep in Zhuhai	Malaya	A8	88	32,820.48	328,204.80	150,000
25	06/14/06	Filipino drivers eye Formula 3 sweep	Manila Standard Today	A12	56	21,450.24	214,502.40	150,000
26	06/16/06	Back to work for Tyson Sy	Manila Bulletin	G5	72	39,204.00	274,428.00	260,000
27	06/16/06	sy expects tougher AF3	Philippine Star	A34	56	30,159.36	211,115.52	256,700
28	06/16/06	Back to work for Sy	Business Mirror	F4	36	19,764.00	197,640.00	65,000
29	06/16/06	Sy can't afford to relax	Manila Standard Today	A12	48	18,385.92	183,859.20	150,000
30	06/16/06	Sy aims for Zhuhai sweep	Manila Times	B7	69	16,615.20	66,460.00	130,000
31	06/17/06	Peña second quickest behind Irishman ; Sy holds fourth	Philippine Daily Inquirer	A22	72	47,044.80	470,448.00	,270,400
32	06/17/06	Tyson Dado wary of new drivers	Manila Standard Today	10	69	13,662.00	54,648.00	150,000
33	06/17/06	New car gives Peña big boost	Daily tribune	A11	44	9,196.00	36,784.00	130,000
34	06/17/06	Pinoy AF3 drivers in high spirits	Malaya	A10	54	10,989.00	109,890.00	150,000
35	06/17/06	Peña satisfied with Zhuhau practice run	Manila Bulletin	I2	51	15,427.50	61,710.00	256,700
36	06/17/06	Peña sets blazing pace in AF3 practice runs	Manila Times	B7	66	13,431.00	53,724.00	130,000
37	06/18/06	Mavau champ racing for Team Goddard	People's Journal	13	57	14,345.76	57,383.04	382,200
38	06/18/06	Peña Sy post 1-2 sweep in China AF3	Tempo	16	99	32,343.30	323,433.00	250,000
39	06/18/06	Peña, Sy finish 1-2 in AF3 race in Guangdong	Philippine Star	A34	108	66,718.08	667,180.80	260,000

40	06/18/06	Peña, Sy finish 1-2 in Zhuhai AF3	Philippine Daily Inquirer	A35	96	72,230.40	505,612.80	270,400
41	06/18/06	Peña, Sy give RP 1-2 finish at Zhuhai	Manila Bulletin	O4	90	31,680.00	316,800.00	260,000
42	06/18/06	Pena, Sy finish 1-2 in China	Manila Times	A8	48	11,558.40	115,584.00	130,000
43	06/19/06	Crash mars : Tyson's bid; Irish wins	Tempo	13	111	30,769.20	215,384.40	250,000
44	06/19/06	Sy crash gives Jackson breakthrough win in AF3	Malaya	A8	88	17,908.00	179,080.00	150,000
45	06/19/06	Sy third car crashes in heavy rain	Philippine Star	21	55	29,620.80	207,345.60	256,700
46	06/19/06	Sy survives mishap at Zhuhai circuit as Jackson tops round	Manila Times	B6	100	20,350.00	81,400.00	130,000
47	06/19/06	Sy unhurt in crash	Daily Tribune	10	170	33,660.00	134,640.00	130,000
48	06/19/06	Sy crashes in rain; Jackson wins	Philippine Daily Inquirer	A-36	168	109,771.20	768,398.40	270,400
49	06/19/06	Irishman rules Round 5; Sy crashes	Manila Standard Today	A12	80	30,096.00	300,960.00	150,000
50	06/19/06	Sy crash gives Jackson breakthrough win in AF3	Malaya	A12	77	15,669.50	156,695.00	150,000
51	06/19/06	RP riders fall in accident-marred AF3	People's Journal	14	49	11,561.55	46,246.20	382,200
52	06/19/06	Sy in horrific Zhuhai crash	Manila Bulletin	H4	54	19,051.20	190,512.00	260,000
53	06/19/06	Rain mars Pinoy's bid	Business Mirror	D2	126	38,430.00	153,720.00	65,000
54	06/20/06	Confident Pena sees great run in Zhuhai	Philippine Star	20	56	33,868.80	237,081.60	256,700
55	06/20/06	Sy gets lucky break; Round 6 reset	Manila Standard Today	A12	84	31,600.80	316,008.00	150,000
56	06/20/06	Sy gets big reprieve from AF3 organizers	Malaya	A8	63	12,820.50	128,205.00	150,000
57	06/20/06	AF3 round 6 scrapped owing to rain, bad track	Manila Times	B6	27	5,494.50	21,978.00	130,000
58	06/20/06	Better Lucky...	Business Mirror	D2	105	57,645.00	403,515.00	65,000

59	06/20/06	AF3's sixth leg cancelled	Tempo	13	72	11,088.00	44,352.00	250,000
60	06/20/06	Sy keeps lead as race is cancelled	People's Journal	14	62	14,628.90	58,515.60	382,200
61	06/20/06	Race reset and Sy gets a break	Manila Bulletin	G4	70	21,175.00	211,750.00	260,000
62	06/20/06	Sy still ahead as AF3 calls off Round Six	Daily Tribune	10	66	13,068.00	52,272.00	130,000
63	06/20/06	Sy stays atop leaderboard as rains halt AF3 round 6	Philippine Star	20	56	30,159.36	211,115.52	256,700
64	06/27/06	Courtesy call	Philippine Star	A8	36	19,388.16	135,717.12	256,700
65	06/27/06	Sy talks about Zhuhai crash	Philippine Star	A8	40	21,960.00	153,720.00	256,700
66	06/28/06	3 teams vying for AF3 plum	Philippine Star	18	46	13,763.20	55,052.80	256,700
67	06/28/06	Close team battle seen in Asian F3	Manila Standard Today	A11	54	11,286.00	45,144.00	150,000
68	06/28/06	AF3 team race heats up	Business Mirror	D2	52	15,860.00	63,440.00	65,000
69	06/28/06	Close fight in AF3 team race	Daily Tribune	10	55	10,890.00	43,560.00	130,000
70	06/28/06	Sy leads AF3, but team race is tight	Manila Bulletin	J4	72	39,204.00	274,428.00	260,000
71	06/28/06	3-way race for Asian F3 team crown	Philippine Daily Inquirer	A27	46	16,698.00	66,792.00	270,400
72	06/28/06	3 teams contend for AF3 crown	Tempo	13	58	9,094.40	36,377.60	250,000
73	06/28/06	Brits' team leads Sy's Speedtech in rankings	Manila Times	B7	44	10,595.20	42,380.80	130,000
74	06/28/06	3 teams locked in tight battle for top AF3 plum	Malaya	A8	48	9,945.60	99,456.00	150,000
			TOTAL		4,514	P 1,578,444.21	P 10,925,891.44	

Total Col/Cms.....4,514 col/cms
Total Advertising Value of Print Publicity Efforts.....P 1,578,444.21
Total Media Value of Print Publicity Efforts.....P 10,925,891.44

In US Dollars (P 1.00 = \$ 0.0191439)

Ad Value: \$ 30,217.58

Media Value: \$ 209,164.17

II. ASIAN FORMULA 3 PHILIPPINE GRAND PRIX - Print Ad

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	June 17-18, 2006	ASIAN FORMULA 3 Grand Prix 2006	Weekend Standard	A29	156	P 44,335.00	P 310,345.00	250,000
			TOTAL		153	P 44,335.00	P 310,345.00	

Total col/cms Print Ads – 153 col/cms
Total Advertising Value Print Ads - P 44,335.00
Total Media Value - Print Ads – P 310,345.00

In US Dollars (P 1.00 = \$ 0.0191439)
Ad Value: \$ 848.75
Media Value: \$ 5,941.21

GRAND TOTAL Print Publicity – 4,667 col/cms
GRAND TOTAL Print Publicity - Advertising Value – P 1,622,779.21
GRAND TOTAL Print Publicity – Media Value – P 11,236,236.44

In US Dollars (P 1.00 = \$ 0.0191439)
Ad Value: \$ 31,066.32
Media Value: \$ 215,105.39

III. Broadcast Summary: (AF3 Live Coverage – Zhuhai TV, AF3 News Features - Philippines, etc)

Broadcast Date	TV Program	Air Time	Advertising Value
June 13, 2006	DZSR – Sports Radio Eddie Peña (PSA Forum)	1,500 secs	P 150,000.00
June 17, 2006	Zhuhai TV - Asian Formula 3 (Pan Delta Racing Festival)	2,100 secs	P 17,500,000.00
June 18, 2006	Zhuhai TV - Asian Formula 3 (Pan Delta Racing Festival)	2,345 secs	P 19,541,666.66
June 18, 2006	Zhuhai TV - Asian Formula 3 (Pan Delta Racing Festival)	1,320 secs	P 11,000,000.00
	TOTAL	5,945 secs	P 48,191,666.66

- **DZSR Sports Radio – Ad Rate per 30s P 3,000.00**
- **Zhuhai TV – Estimated Ad Rate per 30s (in Pesos) P 250,000.00**

Total AF3 Broadcast Exposure: 5,945 seconds

Total Advertising Value of Broadcast Efforts: P 48,191,666.66

Broadcast Exposure (in seconds): 5,945 secs

Broadcast Publicity Ad Value: P 48,191,666.66

In US Dollars (P 1.00 = \$ 0.0191439)

Ad Value: \$ 922,576.45

GRAND TOTAL:

Asian Formula 3 (Pan Delta Racing Festival) Print and Broadcast Publicity

Col/cms: 4,667 col/cms

Broadcast Exposure: 5,945 secs

Ad Value: P 49,814,445.87

Media Value: P 11,236,236.44

In US Dollars (P 1.00 = \$ 0.0191439)

Ad Value: \$ 953,642.77

Media Value: \$ 215,105.39

IV. SUMMARY:

- The ASIAN FORMULA 3 – PAN DELTA RACING FESTIVAL event made an extensive promotion through ZIC’s media partners that included a press conference launch at the Zhuhai Holiday Hotel with the unveiling of the AF3 car.
- Here in the Philippines, AF3 promoted the second leg in Zhuhai through the following:
 - 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
- A bottom banner ad was also placed in Hong Kong’s premiere business paper “THE WEEKEND STANDARD”.
- A total of **74 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.
- Aside from AF3’s official TV partner Studio 23, broadcast groups from RPN 9, NBN 4, and Solar Sports will air the popst video news release of the Asian Formula 3 – Pan Delta Racing Festival in Zhuhai, China.

Prepared By:

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