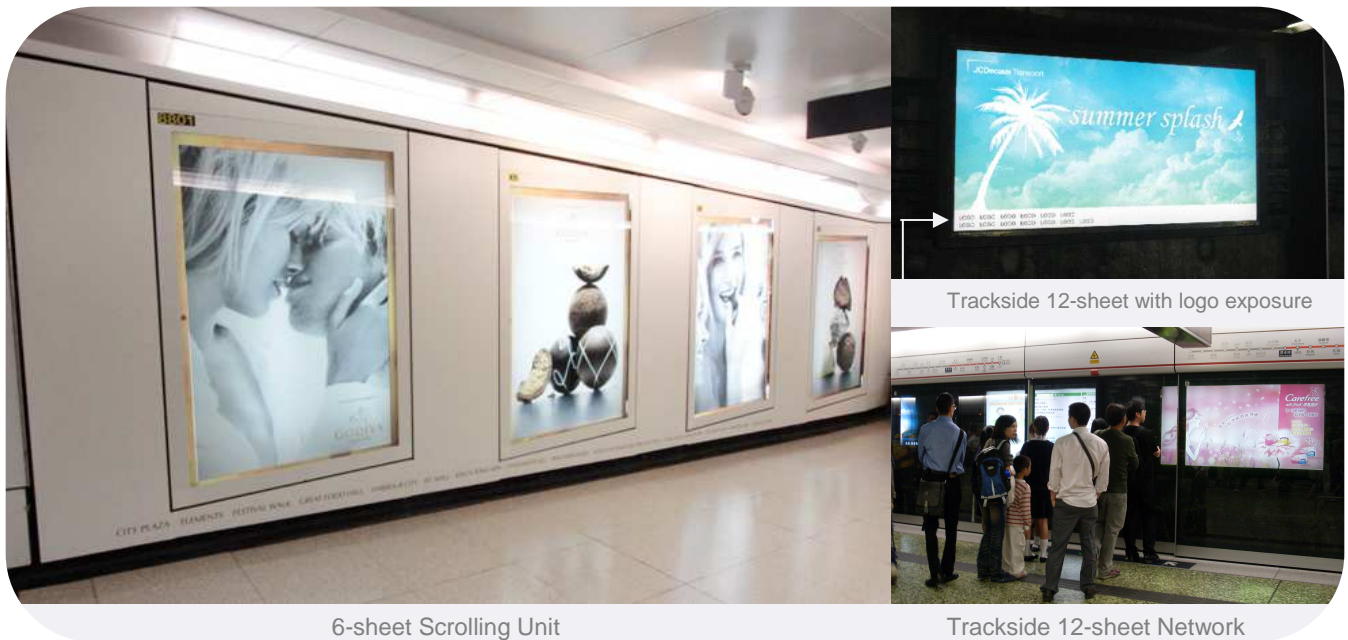


MTR Advertising Summer Splash Package 2010

Target Summer Holiday Passengers during this golden period!



6-sheet Scrolling Unit

Trackside 12-sheet Network

* Mock up for reference only, design of JCD poster is subject to confirmation.

The summer holiday is always a perfect season to maximize your brand exposure and capture the right target audience. To help escalate your business performance and achieve higher sales this summer, we are pleased to introduce the Summer Splash Package.

We believe this package can **magnify the effectiveness** of your advertising campaign on your target audience and offer you **high reach, high frequency, and high impact** during the steaming fiesta of summer.

Package Details:

Package A -1

Entitlements:

- (1) 1 x Trackside 12-sheet Special Network (90 panels)
- (2) 1 set x 6-sheet Scrolling at one of the below sites:
 - Admiralty / Kowloon Tong / Causeway Bay (Along exit to Jardine Bazaar OR Time Square)
- (3) Logo Exposure on JCD's posters in summer theme
 - 1 x Trackside 12-sheet High Impact Network (240 panels)

Display Period: 3 weeks

Package A-2

Entitlements:

- (1) 1 x Trackside 12-sheet Special Network (90 panels)
- (2) 1 x i-Centre at one of the below stations:
 - Admiralty / Wan Chai / Causeway Bay / Mong Kok / Sham Shui Po / Tsuen Wan / Kowloon Tong / Hong Kong
- (3) Logo Exposure on JCD's posters in summer theme
 - 1 x Trackside 12-sheet High Impact Network (240 panels)

Display Period: 3 weeks for entitlements (1) & (3)
1 month for entitlement (2)

Package B

Entitlements:

- (1) 1 x Escalator Crown Standard Network (253 panels)
- (2) 1 x iCentre at one of the below stations:
 - Quarry Bay / Tai Koo / Prince Edward / Kwai Fong / Kowloon Bay
- (3) Logo Exposure on JCD's posters in summer theme
 - 1 x Trackside 12-sheet High Impact Network (240 panels)

Display Period: 2 weeks for entitlement (1)
1 month for entitlement (2)
3 weeks for entitlement (3)

Book now to enjoy unparalleled advertising effectiveness!
Enquiry hotline: 2111 0111 | Email: info@jcdecaux.com.hk
Website: www.jcdecaux-transport.com.hk

Remarks

1. The above Production Inclusive Rates refer to the media cost plus printing, installation and dismantling cost for all entitlements.
2. The above package rates include 15% agency commission.
3. Campaigns using the above offers must display between 21 July and 31 August 2010.
4. Creative design, artwork and logistics are subject to final approval by JCDecaux Pearl & Dean Ltd.
5. Master contract discount will not apply to the above package. However, spending will be counted towards Master Commitment.
6. Bookings are accepted on a first-come, first-served basis.
7. All Terms & Conditions listed in MTR* Advertising PosterAds & FeatureAds Rate Card 31 are applicable.

