



May 10, 2010

**All Member / Associate Members
Pakistan Broadcasters Association**

Dear Member,

It has been brought to our knowledge that M/s. Ideas Workshop (Pvt) Ltd. has issued release orders to our various member broadcasters for releasing business of Ministry of Population Welfare, Govt. of Pakistan. We would like to invite your attention that the above Client / Ministry has not been duly regularized to M/s. Ideas Workshop (Pvt) Ltd. Member Broadcasters are therefore requested not to accept the business of above client through M/s. Ideas Workshop (Pvt) Ltd.

Member broadcasters are requested to ensure that release order issued by any accredited agency/MBH pertains to a client whose appointment has been duly regularized by PBA. The client lists of accredited agencies/MBHs are available at www.pba.org.pk. It is expedient to mention that any violation in this regard may attract action as per clause 18.4 of rules and regulations governing conduct of advertising agencies and MBHs.

Best Regards

Muhammad Ali Butt
Executive Director