

To All Advertising Agencies

October 25, 2012

Dear Sir:

Appointment of New Secretary General

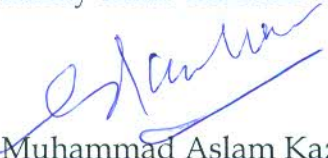
I am writing to inform you that:

1. The Board of Directors of PBA, in their duly convened meeting on 24 October 2012, have suspended Mr. Sarfraz Shah from his position as Secretary General of PBA with immediate effect, and have also issued a show cause notice to him to explain certain serious illegalities that he appears to have committed during his term as Secretary General.
2. The Board has also appointed Mr. Shakeel Masud, CEO of Dawn News, as the new Secretary General of PBA to perform functions in the absence of Mr. Sarfraz Shah.
3. In addition, in a suit filed by PBA along with majority of members of its Board against Mr. Sarfraz Shah, the Honourable High Court of Sindh at Karachi, after having noted that Mr. Sarfraz Shah has been suspended from the Board of Directors of PBA as well as from position of Secretary General of PBA and Mr. Shakeel Masud has become the new Secretary General, has directed the parties to maintain status quo, thereby confirming the legal status of Mr. Sarfraz Shah as suspended and that of Mr. Shakeel Masud as the present Secretary General of PBA.

It is in view of above that I request you to send all future communications with PBA to the new Secretary General Mr. Shakeel Masud instead of Mr. Sarfraz Shah. Any future dealings with Mr. Sarfraz Shah will not be accepted or acknowledged by PBA.

PBA has also revoked Mr. Sarfraz Shah's authority to sign cheques on behalf of PBA or to handle PBA's bank account.

Lastly, should you have any information that can be helpful in determining whether or not Mr. Sarfraz Shah has committed any illegality or financial wrongdoing, we will appreciate if you could kindly share the same with us.

  
Muhammad Aslam Kazi  
Chairman