

**CONFIDENTIAL**

Ref: SA/01-13/Silver Lake-84667  
January 28, 2013

**To: All Member Broadcasters**  
**Sub: Suspension of Business of Silver Lake Food (Pvt) Limited.**

Dear Members,

This is to inform you that **Silver Lake Food (Pvt) Limited** has failed to clear the outstanding dues pertaining to our member broadcasters. The above client is therefore, suspended w.e.f. **00:01 hours, Wednesday, January 30, 2013.**

All member broadcasters are advised not to air any advertisement of the above client after the mentioned time through any source whatsoever, till further communication by PBA.

Please note that clause 18.3 of PBA rules and regulations governing conduct of advertising agencies / media buying houses specifically spells: *No member broadcast house will run advertisement of a suspended agency/ MBH, or a black listed client. In the event of violating this rule, the broadcaster shall be liable to a fine of Rs. 200,000 per spot and the cost of commercial as per rack rate.*

It may please be noted that any client under suspension cannot shift its business, or place any business directly or through any other source to a broadcaster until the client is restored.

Best Regards,



**Muhammad Ali Butt**  
Executive Director