



July 9, 2009

All Members/Associate Members
Pakistan Broadcasters Association

Dear Members,

This is to inform you that LG/N.A.E. has appointed Orient Advertising (Pvt) Ltd. to handle their Advertising campaign for LG Mobiles and The Brandpartnership (Pvt) Ltd. for LG Home Appliances.

Members are hereby requested to accept releases of all LG products only through Orient Advertising (Pvt) Ltd. and The Brandpartnership (Pvt) Ltd. Acceptance of release orders for LG products through any other sources shall amount to violation of PBA rules and regulations.

You can also visit our website www.pba.org.pk for further assistance.

Best regards,

Muhammad Ali Butt
Dy. Executive Director