



23 March 2005

Mr Elton Swarts
Executive Director
WA Business News
Level 1, 82 Beaufort Street
Perth WA 6000

Dear Elton

We are delighted to be working closely with WA Business News in the implementation of our advertising and promotional campaign for the launch of Founder Membership of the University Club of Western Australia.

Our previous exposure in the UWA Business School lift-out generated a large number of prospective membership enquiries. Combined with the exposure in *Uniview* Magazine and half page with WA Business News as well as our upcoming follow up advertising with WABN on March 3, we are very positive about the impact that exposure in WABN has had on Club membership in our inaugural year.

We look forward to working with Peter Montague to develop future campaigns and will continue to use your excellent publication to promote the events and activities of the Club to the WA business community.

Yours sincerely,

Ben Hammond
Marketing and Membership Manager