

PRESS RELEASE

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FOR IMMEDIATE RELEASE

HEADLINE: FOCUS BREACHES APEC DEFENCES

Sydney, 4 September 2007 –Focus Publishing Interactive’s latest publication *New South Wales, Australia – Leading the Asia Pacific* was successfully launched by Maurice Newman AC, Chairman ASX Limited, Chairman ABC, and Loftus Harris, Director General, Department of State and Regional Development.

The book is a showcase of NSW capability aimed at generating investment interest in the powerhouse state of NSW and is supported in part by the NSW government. The project advisory board was chaired by Maurice Newman.

“The timing is particularly important with Sydney in the international spotlight,” Mr Loftus Harris from the Department of State and Regional Development said. “In 2006 to 2007, 78 per cent of NSW merchandise exports went to APEC member economies and 71 per cent of our imports were sourced from APEC economies.”

And Maurice Newman, with his ASX hat on, crowed that “Sydney is the 4th largest market in the world for Managed Funds” and was a “major hub for financial services in the region.”

But all this was eclipsed on the stellar night, by the news that Focus had successfully breached the defences of APEC with the announcement that the book was to be given as a corporate gift to all APEC Business Advisory Council members!

The ABAC members consists of teams of senior business people from each APEC economy who make recommendations to the APEC leaders directly. They are people of influence.

The distribution reinforces the power of the Focus products and amply rewards the sponsors who support the Focus projects. “Some companies claim they reach decision makers, but we actually do.. and world leaders at that!”, Jaqui Lane, CEO of Focus said at the launch. She added, “I guess that is why we (Focus) get so much repeat business and people take my calls...”

What is really impressive is that this is the second time Focus has enjoyed distribution of its books with APEC. “Powering the World” a Focus initiative sponsored by the Hon Ian MacFarlane, on Australia’s burgeoning energy sector was given to all the delegates at the recent APEC Energy Ministers Meeting in Darwin, in May.

So much for security, if you want to get close to APEC, be in a Focus book.

For more information on *New South Wales – Leading the Asia Pacific* please call Jaqui Lane at Focus in Sydney on 02 9336 7000.

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