

PRESS RELEASE

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FOR IMMEDIATE RELEASE

HEADLINE: NEW SOUTH WALES, AUSTRALIA – LEADING THE ASIA PACIFIC BOOK LAUNCH

Sydney, 27 August 2007 – Focus Publishing Interactive is known for its comprehensive and interesting publications that promote investment and business in conjunction with governments around Australia.

New South Wales, Australia – Leading the Asia Pacific is Focus's latest release. It will be launched at a function hosted by the NSW Department of State and Regional Development in Sydney, Tuesday 28th August 2007. At the function both Mr Maurice Newman AC, Chairman of the Sydney Stock Exchange and the ABC, and Mr Loftus Harris, Director General, NSW State and Regional Development, will speak.

Mr Maurice Newman AC, was also the Chairman of the Focus Advisory Group for this book. Commenting recently at a business lunch he said, "It important for NSW to keep on the international radar to promote its stature as a finance and education hub for the region. We have great assets in terms of skills and lifestyle and they should never be undervalued. Sydney is unique in that it's a great place to work... and live."

The NSW book will be distributed to APEC Business Advisory Council members when they meet in Sydney in early September. Jaqui Lane, CEO of Focus said, " We have a great relationship with APEC and this NSW book follows another Focus book "Powering the World" on the Energy sector that was distributed at the APEC Energy Ministers Forum in Darwin earlier this year. Our high level distribution offers real value to the commercial supporters of the books we do, and so more than justifies their investment."

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

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