



Knowledge Economic City Developers Company Ltd.

March 2009

To whom it may concern

It gives me great pleasure to announce the release of Knowledge Economic City's of Madinah landmark business publication.

Directed by the Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz, the Saudi Arabian General Investment Authority (SAGIA) liaised with a consortium of Saudi corporations to form an investment vehicle for the development of the King Abdullah Foundation property to the east of the Prophet's (pbuh) Holy Mosque in Madinah to compliment the foundation's work, act as a cultural landmark serving visitors, and become a national icon for knowledge-based industrial development.

Knowledge Economic City will establish an economically viable catalyst for knowledge-based industries and offer an alternative central business district for Al-Madinah with better facilities and infrastructure that is easily accessible to the residents and visitors. As a tourist destination, Knowledge Economic City will be supported by a unique theme park, world-class hospitality establishments and outstanding retail facilities, whilst creating a superior urban environment to attract Al-Madinah's residents, visitors and knowledge workers to live and work in this city.

Knowledge Economic City recognises the importance of keeping its partners, suppliers, investors and clients apprised of important news, information, contracts and tenders. As part of its coordinated communication strategy for 2009, Knowledge Economic City has therefore appointed leading international specialist publisher, Faircount Media Group, to publish a superbly produced A4 magazine that comprehensively reports on all components of the City, with the aim of keeping stakeholders involved in all aspects of the Knowledge Economic City.

Knowledge Economic City will distribute the publication directly to its key partners and co-developers, contractors, suppliers, re-sellers, investors, end users and others worldwide, via direct mail, exhibitions, trade shows and other major industry events. Further copies will be mailed directly, on a case by case basis, to business leaders with an interest in the region's development.

We believe that the publication will be of paramount interest to all those with a common interest in the Knowledge Economic City in Madinah and are confident of the benefits that advertisers will derive from their participation within it.

Please call a member of the Faircount team on +44 (0)20 7428 7045 if you have any questions concerning participation as a marketing partner or to learn more about the publication.

Yours sincerely

Datuk Syed Mohamed Ibrahim
Senior Vice-president
Strategy & Business Development, Marketing & Sales, Technology & Infrastructure Services