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FOR IMMEDIATE RELEASE

**Creative Minds Are Recognised as
Singapore's Most Influential Creative Directors 2008 Campaign**

1. The Singapore's Most Influential Creative Directors poster campaign is back for the third year running to recognise outstanding achievers in Singapore's creative industry. This year, a record total of 18 Creative Directors are named for their positive influence on the industry. New entrants include Calvin Soh from Publicis and Richard Copping from Saatchi and Saatchi. The wall poster for Singapore's Most Influential Creative Directors 2008 was unveiled at a launch event today at Raffles Xchange in Raffles MRT Station.
2. Launched in 2006, Singapore's Most Influential Creative Directors is jointly organised by the Institute of Advertising Singapore (IAS) and SMRT Media.
3. Patrick Mowe, Hon Secretary of IAS declared, "This campaign plays a significant role in uplifting the status of Creative Directors in Singapore – a long held objective for IAS. - together with the Hall of Fame Creative Directors Award, a separate premier award"
4. Ms Teo Chew Hoon, Managing Director of SMRT Media, said, "SMRT is delighted that this award has garnered support from the industry and we are honoured to be paying tribute to some of the most creative minds who have helped shape Singapore's advertising and creative industry".
5. To celebrate and give recognition to the 18 Creative Directors, SMRT Media has embarked on an outdoor advertising campaign across all 51 SMRT MRT stations and on Tunnel TV.
6. The Andy Warhol inspired campaign visual featuring all the Creative Directors was designed by nominee Theseus Chan from WORK. The photography for the campaign ads was provided by Sebastian Tan from the Shooting Gallery.

7. Design students from the polytechnics and design schools were also invited to attend the launch, giving them a chance to meet and interact with Singapore's Most Influential Creative Directors 2008.
8. The winner of this year's Creative Director of the Year Award will be announced at the Singapore Hall of Fame Gala Dinner presentation on 23 October, 2008 at Ritz Carlton Millenia.

Singapore's Most Influential Creative Directors 2008 (in alphabetical order)

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|---------------------------|---------------------|
| 1. Theseus Chan | - WORK |
| 2. Eugene Cheong | - Ogilvy & Mather |
| 3. Chris Chiu | - Leo Burnett |
| 4. Richard Copping | - Saatchi & Saatchi |
| 5. Steve Elrick | - BBH |
| 6. Mark Fong | - Y & R |
| 7. Neil Johnson | - DDB |
| 8. Graham Kelly | - TBWA |
| 9. Sean Lam | - Kinetic |
| 10. Christopher Lee | - Asylum |
| 11. Lim Sau Hoong | - 10AM |
| 12. Patrick Low | - Y&R |
| 13. Farrokh Madon | - McCann WorldGroup |
| 14. Jagdish Ramarkrishnan | - BBDO |
| 15. Ali Shabaz | - JWT |
| 16. Calvin Soh | - Publicis |
| 17. Terrence Tan | - DDB |
| 18. Tay Guan Hin | - JWT |

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About the Institute for Advertising, Singapore

The Institute of Advertising Singapore (IAS) is a non-profit organization, and was established in 1990 with the support of the Economic Development Board.

It was launched by the then Minister of State for Trade & Industry and Communications and current Minister for National Development, Mr Mah Bow Tan.

It has since grown from a simple provider of training courses in advertising and related subjects into the only professional organization today catering to the needs and interests of individual advertising and communications practitioners nation-wide.

About SMRT Media

SMRT Media, part of SMRT Investments Pte Ltd, offers one of the largest out-of-home advertising networks in Singapore with its island-wide network of 51 SMRT MRT stations, 14 LRT stations, 106 SMRT trains, 19 LRT trains, about 800 buses and 3,000 taxis. Our advertising network offers the ideal combination of reach, effectiveness and value for our advertisers. With around two million trips generated on SMRT's network of trains, buses and taxis daily, SMRT Media has a creative platform to suit every budget and objective. For more information, visit SMRT's web site at www.smrt.com.sg.

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