



8th October 2009

Dear Tim,

South China Morning Post (SCMP) and Radio Television Hong Kong (RTHK) would like to update you on Operation Santa Claus 2009 and cordially invite your continued participation in this important community project.

From a modest beginning in 1988, Operation Santa Claus has collected over HK\$129 million in cash, goods and services for over 90 Hong Kong charities over the years. Operation Santa Claus 2009 will be officially launched on 10th November 2009 at Cyberport. With over HK\$11 million raised for 2008, our 13 beneficiary charities will be able to provide better services and much more to the needy in our community.

Deon Lai, our new Project Director for Operation Santa Claus 2009, will be in touch with you shortly to see how we can work together again. She can be reached at 2680 8152 or via email at deon.lai@scmp.com.

As ever, we are committed to serving the community by giving our full support to Operation Santa Claus, which is now in its 21st year. We are confident that, together, we can lend this meaningful campaign to another record-breaking year.

Many thanks once again for your tremendous generosity! Let's join hands again this year to help those in need!

Yours Sincerely,

Bryan Curtis
Head
English Programme Service
Radio Television Hong Kong

Michael McComb
Director
Marketing and Communications
South China Morning Post Publishers Limited