



Panama, October 18, 2011

PN-111/2011

To whom it may concern:

UNICEF in Panama used advertising space provided by the Balfour Group on 3D screens in public spaces in Panama for two months.

The advertising was used to raise local awareness about the situation for children in East Africa's famine affected countries. Balfour's services were pro active, helpful and efficient. We were happy with the process of working together on the design of the 15 spot, the quality of the product and the speed of services and communication with us on our collaboration.

Where possible Balfour went the extra mile to ensure that UNICEF had extra support and extra spots to ensure that the impacts of famine on children were seen by as many people as possible during the two months of our agreement.

With thanks,



UMc/tdes