



Beirut, September 11, 2017
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To All Advertising Agencies and Clients

Subject: Promomedia Networks and Douze

Dear Friends and colleagues,

Good things come to those who wait.

We have witnessed during the last couples of years lot of turmoil in the 4×3 industry. Large discounts, disrupted networks, drop in spending, fierce competition among suppliers...

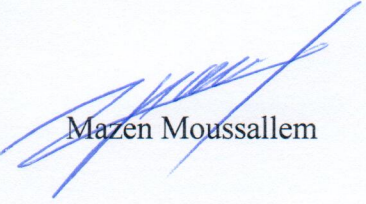
Today, and after several months of negotiation, we are pleased to announce a joint venture between Tree Ad 4×3 network and Promomedia Networks.

With more than 2500 faces all strategically positioned in Greater Beirut we are confident that we bring the ultimate solution to all the stakeholders.

The joint venture will be effective October 1st, 2017 and we will brief you by then about the mechanics.

We thank you all in advance for your support.

Truly yours,


Mazen Moussallem


Roy Mteini