

Press Release Guidelines

Please find enclosed Inetasia's Press Release criteria and guidelines for successful creation of online Press Releases. By using PR Web in conjunction with Inetasia's Internet Marketing and Web Analytics expertise, we anticipate a minimum of 25,000 and up to 50,000 impressions on heavily trafficked websites such as Google News, Yahoo News and E-media wire.

Overview

Decide on the topic of your Press Release.

Your Press Release should cover just one topic. Do not try to cover more than one topic in your Press Release. Once you have decided on the topic for your Press Release you should make sure that copy is related to that topic.

Keep your Press Release to the point.

Your Press Release is not the latest best-selling novel. It needs to be clear, concise and to the point. Copy should be correct and unambiguous. Do not include irrelevant information. Best size for Press Releases submitted by Inetasia should be about 750 - 800 words in total (including headers, contact details etc.).

Make sure your Press Release follows the template.

Press Releases that don't follow the correct template run the risk of being rejected by services such as PRWeb. Templates also make Press Releases much easier for readers to understand. Please see the next page for a sample template.

For Immediate Release

Print the words FOR IMMEDIATE RELEASE at the top of your Press Release in bold capital letters.

Contact Information

Include relevant contact information, such as contact name, job title, company name, email address and phone number. Remember to follow the standard international format for dialling codes.

Headline

Include a headline that clearly and accurately sums up the content of your Press Release. The first letter in each word should be upper case. For example: "Inetasia's Digital Marketing Services Help Clients Achieve Higher Search Engine Rankings".

Opening Paragraph

Your opening paragraph should summarize the Press Release and contain all the most relevant information.

Dateline

Add a dateline to your Press Release. This should include both the date of the press release and your company location, including country. The location should be first. For example: "Bangkok, Thailand, May 20, 2007".

Main Text


The main text of your Press Release should include additional information relevant to the topic of your Press Release. This is where you can include quotes from customers / clients / staff members. You should also include any statistics that support the assertions made in your Press Release.

Conclusion

The final paragraph should wrap up your Press Release by restating the major points.

About Your Company

Include some standard information about your company at the bottom of your Press Release.

	
FOR IMMEDIATE RELEASE	
Ngamjai Jearrajarat Corporate Communications Manager CB Richard Ellis (Thailand) Tel: +66 2 654 1111 Email: ngamjai.jearrajarat@cbre.co.th	
CB Richard Ellis Reports That Overseas Sales Of Thai Real Estate Are Resilient To Political Uncertainty	
<i>If anyone doubted the depth of overseas interest in Thai residential property, the continued sales of Bangkok condominiums and high quality resort properties notably in Phuket in the first quarter of 2007 has shown remarkable resilience as reported by CB Richard Ellis (Thailand).</i>	
Bangkok, Thailand, May 23, 2007 – If anyone doubted the depth of overseas interest in Thai residential property, the continued sales of Bangkok condominiums and high quality resort properties notably in Phuket in the first quarter of 2007 has shown remarkable resilience as reported by CB Richard Ellis (Thailand).	
Over the last three months, the level of enquiries has shown that demand and interest in Thai real estate remains strong. Our enquiry levels for resort homes have never been stronger and whilst buyers carefully weigh up political considerations, we are still closing sales and received deposits in all our offices.	
The political uncertainty resulting from proposals made by the current Interim Government has given rise to concerns both domestically and overseas on the economy and impacted inbound investment, but the attraction of Thai property remains strong, to end users.	
This sustained demand by end users and people looking for a quality lifestyle has resulted in continuing sales. Most quality condominiums in Bangkok have since 2002 enjoyed 40-50% sales to foreigners. These high quality properties in great Central Business District locations such as The Met or Athenee Residence have enjoyed significant capital appreciation. These buyers have brought friends and colleagues into the market keen to follow in their success in investing in Thai property.	
Purchasers in Phuket have virtually all enjoyed 50-100% capital appreciation and this factor coupled with a lifestyle to rival any worldwide resort has promoted continued interest in this destination. The Shangri-la Pool Villas launched in February this year have achieved incredible interest and strong sales. Thai resort properties with excellent sea views are still a fraction of the price of Caribbean property and this factor is creating growing global demand. These increases may seem exaggerated but actual sales and resales bear this out. Phase I of Royal Phuket Marina, launched in 2005, completely sold out last year and resale stock now commands premiums of up to 100% as the Marina is now complete and in operation.	
However, other countries such as Vietnam and Malaysia are studying the success of Thai resort properties and are themselves starting to bring resort product to the market. In Malaysia, foreigners are able, under their Second Home Policy, to own freehold property and to get 10 year visas, although, most resort developments to date, have actually been sold with 99 year leases. Vietnam currently offers 50 years leases to foreigners but Viet Q's have created an additional demand repatriating money from overseas. Total sales in these markets are only a fraction of the Thailand resort market.	
In conclusion, CB Richard Ellis is impressed with the strength of overseas demand which continues unabated for Thai residential property; clearly this demand would increase dramatically with clear positive Government policies and with any improvement to land tenure such as longer leases or extension on ratio of condominium freeholds. But given the existing situation and looking at the market as it is today, there is still strong demand for Thai property and a growing interest in residence in Thailand.	
About CB Richard Ellis (Thailand)	
CB Richard Ellis established an office in Bangkok in 1988 and in Phuket in 2004. CB Richard Ellis (Thailand) Co., Ltd. has grown to be a leading real estate services provider, offering a full range of services including sales and leasing for all types of property, property and facilities management, valuation and advisory, and research and consulting. For more information, visit the company's website at http://www.cbre.co.th	
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Sample Press Release

FOR IMMEDIATE RELEASE

Ngamjai Jearrajarat
Corporate Communications Manager CB Richard Ellis (Thailand)
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CB Richard Ellis Shows Investment Opportunities in Bangkok's Condo Market

Purchasing a condominium unit as a long-term investment is emerging as an interesting investment option in light of political and economic uncertainties, the falling interest rates, the downturn of the stock market and the falling yields of government bonds, according to international property consultants CB Richard Ellis.

Bangkok, Thailand (PRWEB) May 25, 2007 -- Purchasing a condominium unit as a long-term investment is emerging as an interesting investment option in light of political and economic uncertainties, the falling interest rates, the downturn of the stock market and the falling yields of government bonds, according to international property consultants CB Richard Ellis.

According to the latest survey conducted by the Bangkok research team, the total stock of existing condominiums in Bangkok was 48,128 units, as of the first quarter of 2007, an increase of 9.53% or 4,188 units. This figure can be sub-divided by area, with 21.4% in the Central Business District (CBE) area (Silom, Sathorn and Suan Plu Roads), 4.4% in Central Lumpini (Wireless, Ploenchit, Langsuan and Rajdamri Roads), 34.6% in Sukhumvit (Sukhumvit Soi 1-63 and Sukhumvit Soi 2-44), 8.2% in Pathumwan (Phayathai and Phaholyothin Roads), and 29.6% in Riverside (Rama III, Charoen Krung and Charoen Nakhon Roads).

Based on the latest survey by the CB Richard Ellis Research team, in 2005, there were 1,788 newly launched units positioned at the luxury and high-end of the market while there were 1,097 newly launched units in 2006, representing a significant decrease of 38.6%. In 2007, it is expected that there will be a similar number of new luxury and high-end condominium launches as in 2006. CB Richard Ellis recommends that buying a luxury condominium unit is a good investment option as there will be limited supply in the future.

According to Ms. Aliwassa Pathnadabutr, Managing Director of CB Richard Ellis Thailand, "Luxury and high-end condominium units in downtown Bangkok have been attracting a huge amount of interests from long-term investors even though the market has slowed down as a result of the political and economic situation. However, over the past few years, long-term investors who make profits from reselling or earning rental income from their units have remained keen to purchase condominium properties in Bangkok because of their understanding and confidence in the market. Based on their experience, they are satisfied with investment returns in the form of capital appreciation and rental yields of 5-7%, which is higher than the current deposit account interest rate of 3.5%."

Investors in the luxury and high-end markets are not concerned about their finance, but now they lack confidence in the market due to several negative factors in the political scene, the economy and in society. However, if the government initiates measures to support and increase confidence in the market, CB Richard Ellis believes that those investors will re-enter the market quickly, which will be reflected in sales and transfer rates. Those measures stimulating the Bangkok condominium market should include the reduction of the Specific Business Tax, transfer fee and an increase in the foreign ownership quota from 49% to 70%. The stimulus should also be activated in all market segments in order to inject new capital into the market.

CB Richard Ellis has also noted changes in Thai lifestyles as younger Thais have gradually shifted from living in single detached homes to condominiums. This trend is most noticeable among white collar workers who work in the downtown Bangkok. Foreign purchasers looking at owning condominiums in Thailand are permitted to buy freehold condominium units, but should not exceed 49% of the foreign ownership ratio of the condominium, and the purchase must be in cash. CB Richard Ellis believes that, if the government wishes to grow demand for the Bangkok condominium market and Thailand's resort destinations, the 49% limit on foreign ownership should be increased to 70%.

The CB Richard Ellis Research team also conducted a survey of condominium purchaser profiles, based on a sample of 3,855 units, and found that the top five nationalities of foreign investors are British, American, Singaporean, Australian, and Korean. Existing supply in the Bangkok apartment market is now increasing at a slower rate of 1-2% per year, compared to the number of expatriates which continues to grow at 10-13% per annum. Therefore, condominium units have great potential to serve this strong demand in the market.

"CB Richard Ellis forecasts that there will be a limited supply of luxury and high-end condominium units, whilst demand for residential condominiums for long-term investment will continue to be strong, particularly among those projects located in the CBD or along mass transit routes. Prices will rise further especially for those units that meet the standards required by the luxury and high-end markets, and are of investment grade. With sustained yields of 5-7% and impressive historical capital gains, acquiring condominium units in prime locations is proving to be an attractive long-term investment choice for both Thai and foreign investors in the current economic conditions," concluded Ms. Aliwassa.

About CB Richard Ellis (Thailand)

CB Richard Ellis established an office in Bangkok in 1988 and in Phuket in 2004. CB Richard Ellis (Thailand) Co., Ltd. has grown to be a leading real estate services provider, offering a full range of services including sales and leasing for all types of property, property and facilities management, valuation and advisory, and research and consulting. For more information, visit the company's website at <http://www.cbre.co.th>

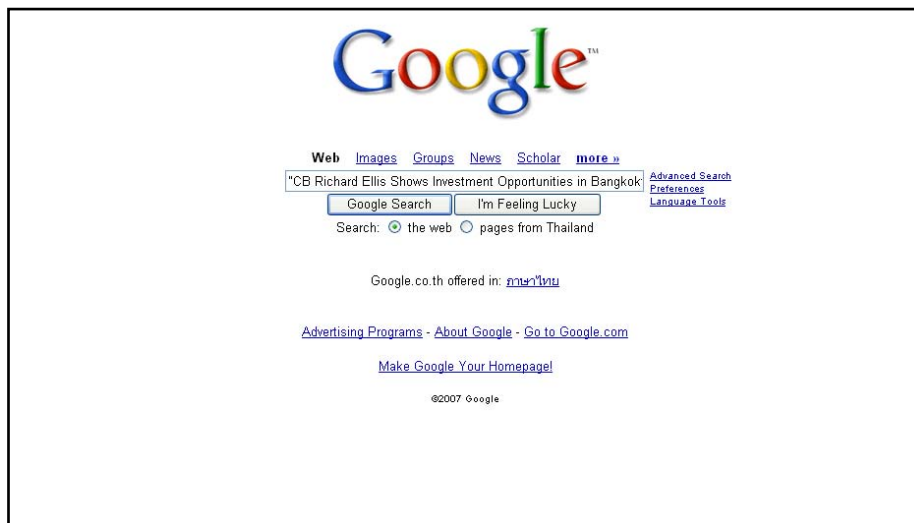
For information please contact:
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How to Check the Number of Times Syndicated

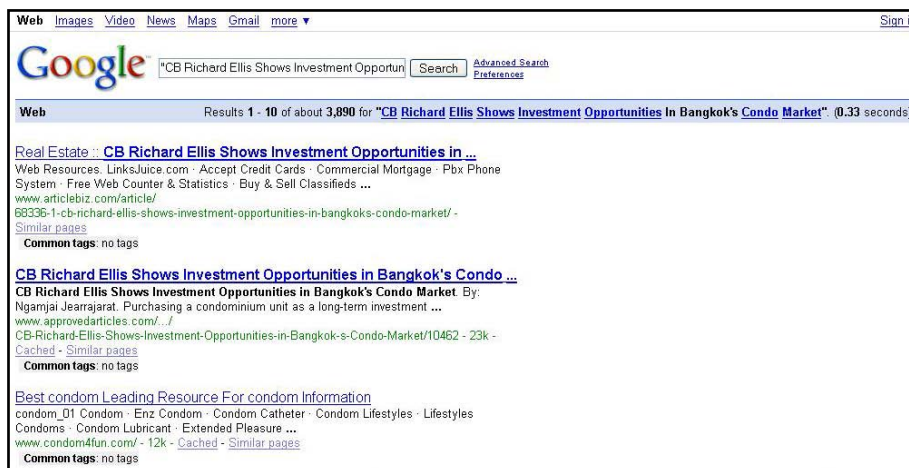
Overview

You can get an overview of the number of times syndicated via every search engine. The average life span for an article is 2 months and therefore the number of times it has been syndicated will vary each day. Please note that this method does not provide an exact number, but provides an approximate number of times syndicated.

Type in the name of the url of the search engine you would like to search for (google.com, yahoo.com, msn.com) and type in the title of the press release with a “ at the beginning and end.



The search results will be displayed at the top of the search page.



PRWeb Stats:

Syndication Date: 25 May 2007

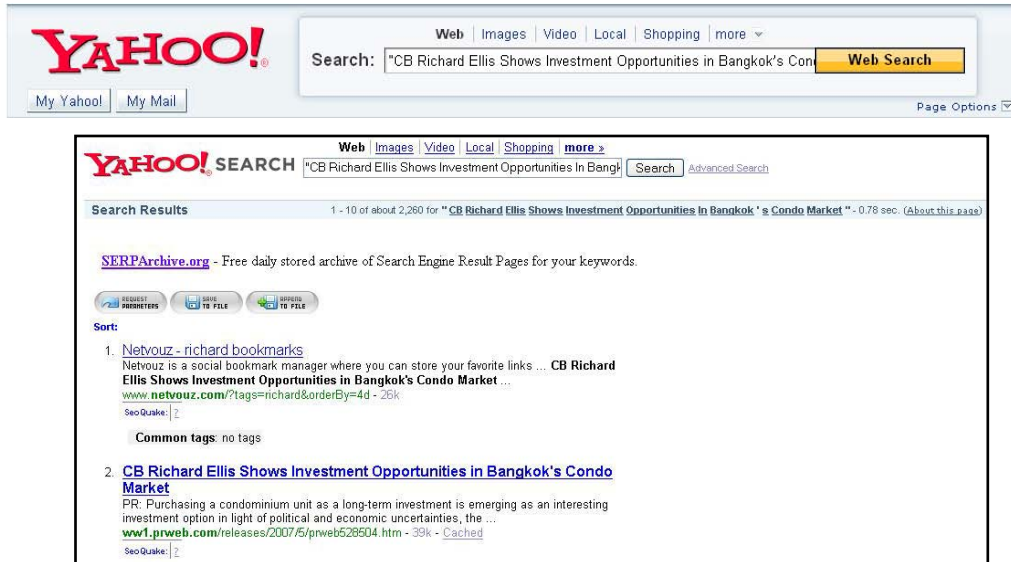
PRWeb Views: 50,643

Syndication stats: checked on 5 July 2007

Syndications indexed on Google: 3,890

How to Check the Number of Times Syndicated

To find out the approximate number of times syndicated on Yahoo, log onto www.yahoo.com and type the exact title into the search bar with a “ “ at either end of the title.

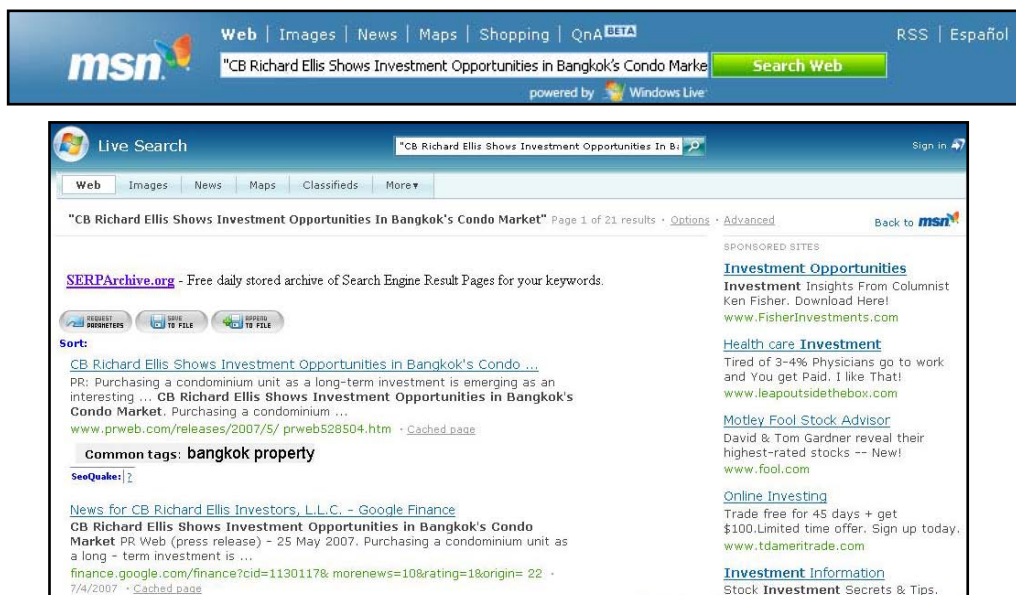


The search results are displayed at the top of the page.

PRWeb Stats:

Syndication Date: 25 May 2007
 PRWeb Views: 50,643
 Syndication stats: checked on 5 July 2007
 Syndications indexed on Yahoo: 2,260

To find out the approximate number of times syndicated on MSN, log onto www.msn.com and type the exact title into the search bar with a “ “ at either end of the title.



The search results are displayed at the top of the page.

PRWeb Stats:

Syndication Date: 25 May 2007
 PRWeb Views: 50,643
 Syndication stats: checked on 5 July 2007
 Syndications indexed on MSN: 21