

Registration number: 2558107

SURE ADVERTISING LIMITED
UNAUDITED ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2007

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The following reproduces the text of the accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 3) have been prepared.

**CHARTERED ACCOUNTANTS' REPORT TO THE DIRECTORS ON THE
UNAUDITED FINANCIAL STATEMENTS OF
SURE ADVERTISING LIMITED**

In accordance with the engagement letter, and in order to assist you to fulfil your duties under the Companies Act 1985, we have compiled the financial statements of the company which comprise the Profit and Loss Account, the Balance Sheet, and the related notes from the accounting records and information and explanations you have given to us.

This report is made to the Company's Board of Directors, as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the Company's Board of Directors that we have done so, and state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's Board of Directors, as a body, for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the balance sheet as at 31 December 2007 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 1985. You consider that the company is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

HWCA Limited

HWCA Limited
Chartered Accountants
7-10 Chandos Street
Cavendish Square
London
W1G 9DQ

Date: 23 February 2008

SURE ADVERTISING LIMITED
ABBREVIATED BALANCE SHEET
AS AT 31 DECEMBER 2007

		2007		2006	
	Note	£	£	£	£
Fixed assets					
Investments	2		8,000		8,000
Current assets					
Cash at bank and in hand		284		284	
Creditors: Amounts falling due within one year		<u>(316,181)</u>		<u>(316,181)</u>	
Net current liabilities			<u>(315,897)</u>		<u>(315,897)</u>
Net liabilities			<u>(307,897)</u>		<u>(307,897)</u>
Capital and reserves					
Called up share capital	3		120		120
Share premium reserve			121,830		121,830
Profit and loss reserve			<u>(429,847)</u>		<u>(429,847)</u>
Equity shareholders' deficit			<u>(307,897)</u>		<u>(307,897)</u>

For the financial year ended 31 December 2007, the company was entitled to exemption from audit under section 249A(1) of the Companies Act 1985; and no notice has been deposited under section 249B(2) requesting an audit. The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 221 of the Act and preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the year and of its profit or loss for the financial year in accordance with the requirements of section 226 and which otherwise comply with the Companies Act 1985, so far as applicable to the company.

The abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

Approved by the board on 20/4/09 and signed on its behalf by:


N F Worgan
Director

SURE ADVERTISING LIMITED
NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2007

1 Accounting policies

Basis of preparation

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

Fixed asset investments

Fixed asset investments are stated at historical cost less provision for any diminution in value.

2 Fixed assets

	Investments £
Cost	
As at 1 January 2007 and 31 December 2007	<u>56,000</u>
Depreciation	
As at 1 January 2007 and 31 December 2007	<u>48,000</u>
Net book value	
As at 31 December 2007	<u>8,000</u>
As at 31 December 2006	<u>8,000</u>

3 Share capital

	2007 £	2006 £
Authorised		
Equity		
1,000 Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>
Allotted, called up and fully paid		
Equity		
120 Ordinary shares of £1 each	<u>120</u>	<u>120</u>