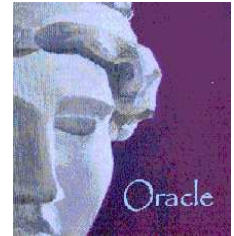


14 September 2007

Oracle



As a leading player at a progressive professional firm in the region, we would be delighted if you could join us for lunch on **Friday 19th October 2007, 12pm – 2pm at Hotel Du Vin** in Cambridge for the next exclusive Oracle session.

This is the third session in a series of highly focused discussion lunches designed especially for senior marketeers in the professional services sector. It's an opportunity to meet like-minded professionals to discuss key strategic issues in an open and relaxed environment. The emphasis is on strategic perspectives - no one is expected to reveal confidences.

The ambition is to work together to forge future excellence. Together, we can create an environment where professionals demonstrate their worth and attract more business to the East of England - so we all benefit.

The discussion topic for this session is '**Deciding whether merger/acquisition is the right strategy**' and will look at business development through mergers and acquisitions - whether it's the right path, and what are the communications issues, internally and externally, to be considered.

Leading the debate will be Andrew Hedley of Hedley Consulting. Andrew brings twenty years experience of managing and advising professional service firms including ten years in the legal sector. He has extensive experience of professional service merger activity having worked on a range of merger and strategic alliance projects including the merger between Pinsent Curtis and Biddle in 2001, the incorporation of the Garretts' operation in Birmingham in 2002 and the merger between Pinsents and Masons to form Pinsent Masons in 2004.

As it was agreed at the last session, we have been looking at the newly opened Hotel Du Vin as an alternative venue to bring a new ambience to the sessions. We have negotiated a reduced room hire and lunch menu rate which means the charge for lunch will be £35 per person - an increase on the usual charge, but as ever Oracle is managed without charge and this charge is to cover the cost of lunch and drinks only. We will need to secure a minimum of 12 attendees.

The feedback from the Oracle sessions to date has been excellent – please visit the [Oracle webpage](#) for further details including sound bites from participants and press coverage.

We do hope you are able to join us and look forward to hearing from you soon. If you have any questions, please call us on 0115 941 9090.

Yours sincerely,

**Jo Sandall**  
**Prima PR**