

From: "Isabel Maxwell" <[REDACTED]>
To: "Gregory Blatt" <[REDACTED]>
Cc: "[REDACTED]" <[REDACTED]>
Subject: RE: Message from Hubert Burda Media
Date: Sun, 25 Apr 2004 16:12:13 +0000

-----Original Message-----

From: Gregory Blatt [mailto:[REDACTED]]
Sent: Tue 4/20/2004 10:52 AM
To: [REDACTED]
Cc: Isabel Maxwell; Steffi Czerny
Subject: Message from Hubert Burda Media

Dear Gregory -

very nice to talk with you and to hear you and Ghislaine met up (again) at Davos :-)

i am copying her on this email - perhaps she can come to this!

Anyway, i would love to come on the 22nd May and am trying hard to see about the other days, but certainly this one....

Warm regards,

Isabel

Hello Allan,

My names is Gregory Blatt and I work with Steffi Czerny. You may recall that we met on several occasions in the past.

I am using this occasion to provide you with additional information on our initiative in Israel next week and explore with you ways in which we can integrate you and APAX.

Attached please find information on a gathering in Israel 22-24 May 2004 entitled Iconic World, More Than What We See. The objective is to bring together a select group of about 100 people to discuss the way visual imagery effects society, business, science, politics and of course, media. Hubert Burda, Yossi Vardi and Avishay Braverman (President of Ben Gurion University) will be the co-chairs. The two day program includes visits to companies and institutions who are in the forefront of visualization imagery production and distribution as well as a few informal sessions. Especially interesting is the fact that the group attending is compromised of a wide range of disciplines i.e. Business leaders from media, technology and media organizations, publishers, journalists, government, science and medicine, architects, photographers, etc.

In terms of what we we hope to do with Apax, here are our following ideas:

* First, we would be delighted if you personally could join us. We appreciate that spending the entire time with us may be problematic given your scheduling constraints but perhaps you could plan on joining parts of the program i.e. The meals and/or another

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* You will notice from the outline program structure that on Day 2, Sunday 23rd we will be having company presentations. Here we would very much welcome featuring a few of your portfolio companies should they be relevant to our them

* Finally, several companies in Israel and Germany have graciously offered to assist in underwriting the costs and are making modest contributions (in the range of US \$ 5000.00 We are not charging a registration fee for participation. Our goal is simply to cover our costs and of course Hubert Burda Media, in addition to all our time, is making a significant contribution.

I look forward to receiving your feedback and to having the pleasure of working with you in what certainly promises to be a very interesting and relevant gathering.

With kindest regards

--

Gregory Blatt
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