

Media Release



LIONEL RICHIE WITH ESI LOAN

It gives me great pleasure to launch the Lionel Richie with EsiLoan promotion today.

EsiLoan gives you and a friend the chance of a lifetime to see the incomparable Lionel Richie LIVE!

Where: Brisbane Entertainment Centre, Australia

When: December 5, 2007

All successful EsiLoan applications from September 1st go into a draw on November 9th, and the winners names will be announced on Monday, November 12th 2007.

Lionel Richie last toured Australia and New Zealand 20 years ago and that makes this EsiLoan promotion a once in a life time opportunity.

Our promotion is our way of rewarding our customers who have shown loyalty over the years, for their repeat business, their referred business and their new business. Ours is an investment of over K50,000 to this promotion.

Lionel Richie is a hugely success artist.

With close to 100 million albums sold, a phenomenal 22 Top 10 hits, five Grammy Awards, an Oscar and a Golden Globe, there are few artists in the world who can rival the success of Lionel Richie.

Indisputably much of Lionel's ongoing career success can be accredited to his considerable talents as a live performer, and that makes this promotion a memorable one for our lucky winners.

Concerts are best attended with friends, so we're giving the lucky winner and his/her nominated friend an experience to remember.

Package includes

- Return Airfares from Port Moresby - Brisbane
- 2 nights accommodation
- Transportation from airport to hotel and concert venue
- Tickets to Lionel Richie Concert at the Brisbane Entertainment Centre
- AUD250 spending money per winner.

They will be accompanied by a member of the EsiLoan executive

Conditions

- However, conditions apply and they are as follows:
- The prize is not redeemable for cash.
- A person without a valid passport cannot claim the prize.
- All visa applications will be at the recipient's expense and
- All meals and excursions are at own expense

Prizes must be claimed by November 16, 2007.

As consolation prizes, 10 Weekly draws will be made each Friday, starting from September 7 - November 2 2007.

Prizes include:

- Esi Loan t shirts,
- Esi loan waterbottles,
- Esi Loan bags,
- Kina car screen shades and
- Kina diaries & compendiums

For the best turn around service for money for: travel, holiday, bride price or the coming Christmas present, contact our professional staff at EsiLoan or visit the branch nearest to you today.

Kina Port Moresby Branch - 308 3868 or 308 3863

Kina Waigani Branch - 323 0750 or 323 0751

Kina Lae Branch - 472 8175

EsiLoan - Real Loans! Real Easy! - Why Pay More?