

A NEW YEAR, A NEW AD STORE KABUL

**A FULL-SERVICE INTERNATIONAL ADVERTISING AGENCY
THAT DELIVERS STRATEGY, SERVICE AND RESULTS**

Communications
Media Strategy
Creative Development
Annual Reports
Booklets
Photography

Web
Branding
Logo Design
PSA's
Video
Event Planning

Store KABUL

International

WASHINGTON DC
NEW YORK
LONDON
BRUSSELS
ZAGREB
HAMBURG
ATHENS
PARMA
MILAN
ROME
BUCHAREST
BARCELONA
MADRID
TAHITI

www.theadstoredc.com
www.adstorekabul.com

(202) 342-0222



The AD Store is a international advertising agency system focused on providing solutions, building business, and growing brand and image for our clients worldwide. Our fourteen offices around the globe combine local expertise with cutting edge communication and technology insight to deliver current, relevant and professionally executed creative services.

The President of The AD Store's new Kabul office, Massoud Etemadi, an Afghan native and veteran in the advertising and communications industry, has deep experience developing outreach and communications for international institutions. The IMF, The World Bank, and a multitude of international dignitaries benefit from his in-sight.

The AD Store has insight into cultural sensitivities, strategic communication channels and media consumption and political landscapes, in markets around the globe.

Call The AD Store today and find out how we can solve your international advertising, communications and outreach needs.

AD Store International Clients

AUTOMOTIVE

BMW
Mercedes
Aprilia
Piaggio Vespa
Derbi

AIRLINES

AirOne
Alitalia
El Al
Jet Blue
Lufthansa

COSMETICS

Diego dalla Palma
Fiuucci
Nivea
Axe

RETAIL

Carrefour
Quick
Unilever
Core
FNAC

FOOD

Barilla
Coca Cola
Granarolo
Minute Maid
Parmalat
Prosciutto di Parma
Zygo Vodka
Voiiello

SPORTS

Adidas
Diadora
Invicta
Nike

TRAVEL

Hapag Lloyd Cruises
Tui Hellas

ENTERTAINMENT

Disney
Ministry of Sound
National Geographic
Sesame Street

TECHNOLOGY

Canon
Oregon Scientific
Samsung
Sony

PHARMA

US Food & Drug Administration
US National Institute of Health
Bayer
GSK
Multicentrum
US Department of Agriculture
National Childhood Cancer

FASHION

Levis
Guru
Segue...
A. Testoni
Vogue
Tom Tailor
Custo

US FEDERAL GOVERNMENT

Department of Homeland Security
Department of Defense
Food and Drug Administration
US Department of Health
and Human Services
US Department of Defense
US Department of Agriculture
World Bank
International Monetary Fund
The Smithsonian Institution



GS-23F-0071N and GS-23F-0443P

www.theadstoredc.com
www.adstorekabul.com
(202) 342-0222

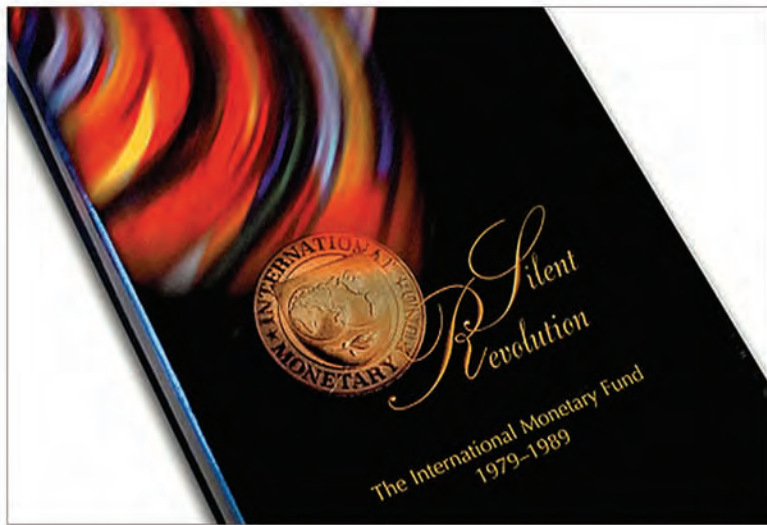
AD

Store International Kabul



AD

Store International Kabul



AD

Store International Kabul



AD

Store International Kabul

THE GROUP OF SEVEN

FINANCE MINISTERS AND
CENTRAL BANK GOVERNORS
MEET IN PRAGUE.



From left: IMF Managing Director Horst Köhler; World Bank President James Wolfensohn; U.S. Treasury Secretary Lawrence Summers; U.K. Chancellor of the Exchequer Gordon Brown; Bank of England Governor Mervyn King; Canadian Finance Minister Paul Martin; European Central Bank President Wim Duisenberg; German Finance Minister Hans Eichel; Bank of France Governor Jean-Claude Trichet; Italian Treasury Minister Vincenzo Visco; German Bundesbank President Ernst Fichtelberg; French Finance Minister Laurent Fabius; Bank of Japan Governor Masauro Hara; Japanese Finance Minister Kichii Miyazawa; Bank of Canada Governor Gordon Thiessen.

ANNUAL MEETINGS

Boards of Governors

WORLD BANK GROUP
INTERNATIONAL MONETARY FUND



Washington D.C.

AD

Store International Kabul

ASSOCIATIONS MAKE IT HAPPEN.

www.asoecenter.org

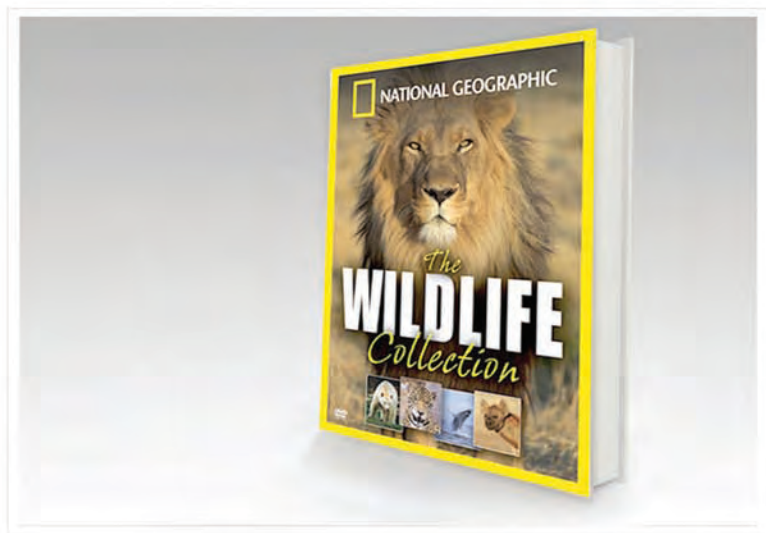
Connecting Great Ideas
& Great People.

asae & the center
for association leadership

The advertisement features a diverse group of five individuals in a brightly lit, modern office or gallery setting. From left to right: a woman in a white lab coat holding a folder and a small vial; a man in blue scrubs with a stethoscope; a young girl in a red shirt smiling and holding a yellow folder; a man in a grey t-shirt and a yellow hard hat; and a man in a light blue shirt and patterned tie holding a stack of binders. The background shows shelves with various awards or trophies.

AD

Store International Kabul



AD

Store International Kabul



AD

Store International Kabul



TAKE YOUR
TIME



KRIZIA
UOMO

www.krizia.com

AD

Store International Kabul

Der Vito

Sie zahlen:

Sie bekommen:

Der Vito

Die bewährte E-Class. Jetzt gleich als Friedrich Ebert Tourer.

- Mehr, denn er gibt es jetzt frei, mit ein neuer großer Vordach. Friedrich Ebert Tourer, sein Motor und eigene Grund- auch abbaubare. Seine der des Motors, damit Sie auch Schüssel & Klappen. abbaubare können.

Mercedes-Benz

Mercedes-Benz Mehrleistungswagen (Mercedes-Benz) der Friedrich Ebert Tourer 170, Tel. 00 49 69 39 39 39, www.mercedes-benz.de

AD

Store International Kabul



AD

Store International Kabul



AD

Store International Kabul



ARMANDO TESTA - ADVERTISING - (02) 7611 4111 - WWW.ARMANDOTESTA.COM



VOGUE
HAVE A GOOD TIME



il tempo vola, il mio rossetto resta.

il rossetto **the lipstick**

AD

Store International Kabul

Why Worry About Corruption?



AD

Store International Kabul

Blue berries make people smile.



Customers love the beautiful little blueberry because they taste so good in so many dishes, any time of year. To go ahead make blueberries a bigger part of your culinary repertoire. When someone's smiling, we bet you will be, too. For more information visit blueberry.org.



U.S. HIGHBUSH BLUEBERRY COUNCIL • blueberry.org



Blueberries

Health and energy and more from fresh blueberries. Download at blueberry.org.



Nothing tops a blueberry.
(And it does make a great topper.)

Blueberries are a great topper, great for any addition to any meal of the day. They're available all year round and there's no peeling, no pitting, no chopping - you just slice and use. With all they have going for them, it's no wonder beautiful blueberries always come out on top. For more information visit blueberry.org.



U.S. HIGHBUSH BLUEBERRY COUNCIL • blueberry.org



Blueberries

Health and energy and more from fresh blueberries. Download at blueberry.org.



Blueberries make
chefs happy.

Chefs love the beautiful little blueberry because it's such a great addition to so many dishes, any time of year. Plus, they're easy to use - no peeling, no pitting, no chopping. To make blueberries a bigger part of your culinary repertoire, slice, dice, sauté, place, and enjoy! Visit blueberry.org for more information and blueberry.org.



U.S. HIGHBUSH BLUEBERRY COUNCIL • blueberry.org



Blueberries

Health and energy and more from fresh blueberries. Download at blueberry.org.

AD

Store International Kabul

**HA TRASFORMATO
UNA POSATA
IN UN GOAL.**

**HA TRASFORMATO
LE BARZELLE
IN BENEFICENZA.**

**HA TRASFORMATO
GLI UOMINI
IN LUPI.**

FRANCESCO TOTTI
**HA TRASFORMATO
IL NOSTRO SOGNO
IN REALTA.**

NEL NOSTRO MAGAZIN CAMPIONE TOTTI HA IL SUO GOAL FORTALE. TOTTI.

DIADORA

AD

Store International Kabul



AD

Store International Kabul



AD

Store International Kabul



AD

Store International Kabul



*Money
& Sovereignty*

Shaky Sovereignty

Sovereignty and money can be linked. But they are not necessarily connected.

There have always been people of nations which did not have money. They either lacked the materials for a currency or they found it more sensible to use another nation's coin or currency.

Panama is a case in point.

After Panama gained its independence from Colombia in 1903, the U. S. Mint in Philadelphia prepared coinage for the new country. Originally minted in unusual sizes and denominations, these coins proved unpopular with the thousands of Americans who had come to construct the Panama Canal. Panama followed American standards in its later issues and has ever since, with one exception. A distinctive Panamanian currency was introduced in 1947, but it was almost immediately withdrawn, after a change in government.

If countries can exist without a distinctive money, the opposite is also true.

Human history is littered with the remains of political entities which proclaimed their sovereignty to the world through the medium of money only to see their proud declarations turn into curiosities as their causes went down to defeat.

Consider the Confederate States of America.

At first, the aspiring nation had its money printed in the north, then smuggled south. Their first domestic efforts printed images from earlier private bank notes. In time, printing quality improved - and images in keeping with the aspirations and pride of the new nation were created and disseminated. The high point of this movement occurred in 1864, with a five-hundred-dollar bill depicting "Stonewall" Jackson, along with the Great Seal of the Confederacy. But all the imagery on this or any other note could not stave off Southern defeat.



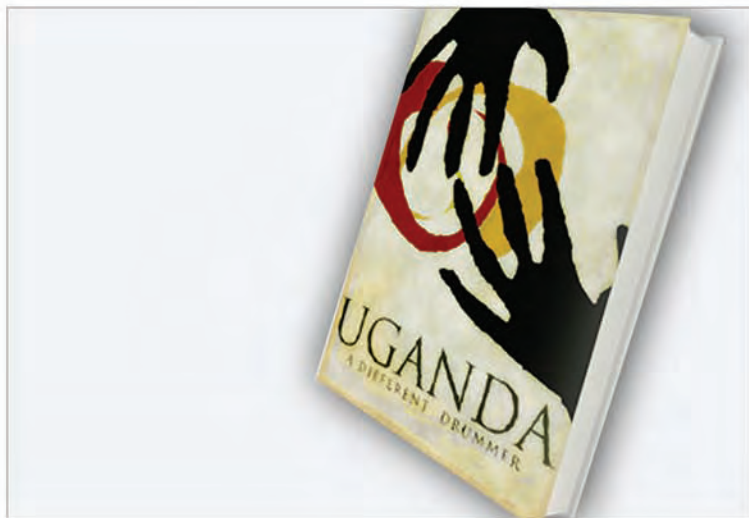
AD

Store International Kabul



AD

Store International Kabul



AD

Store International Kabul



*"A bona campana
se sente 'a luntano"*

PACCHERI DELLA REGINA GRATINATI

I Paccheri, secondo dal nome che le loro forme larghe e piatte evocano grandi coperte arrotolate sul fucile, sono "i paccheri", il cugino alle napoletane

Stufato se li propone ripieni con polpa di pomodoro e passetti e macerella frollata profumata al limone.

Confezionato per il peso: 250 gr di Paccheri Venticinque (n° 12), un etti e mezzo di frollata, due etti di pomodori, 20 gr di cipolla, olio extravergine d'oliva.

Esce come preparato: taglia i pomodori a cubetti, togliendo i semi, e soffriggi in olio extravergine per cinque minuti. Aggiungi il frollato e cuocilo con sale, pepe bianco, peperoncino e qualche peccia di burro di latte. Cuoci i Paccheri, togliendoli dal fuoco due minuti prima della cottura. Quando il salsone è tiepido, stempera con il ripieno, disponi in verticale in una teglia imburrata e cuocili in forno a 150° per quattro minuti. Aggiungi infine prezzemolo fresco tritato.



Da servire in pasta se servi il preparato, dillo con il sugo pronto del limone, con l'olio extravergine di oliva e il peperoncino, sono prelibatissimi da gustare!