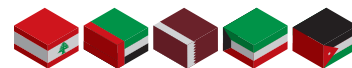


YOUR RELIABLE REGIONAL SOURCE ON PEST MANAGEMENT

CONTROL

The Boecker Bulletin

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Dear Client

On January 4th 1994 I have received the official start up documents for Boecker Public Health Lebanon, and for the first time in my life I felt the responsibility of owning something as intangible as an International Business Concept and the burden of making it all work into a successful enterprise ... At that time, we tried to describe to the Lebanese emerging market how do we want this company to be known as ... We discussed how it should be about unconditional quality, how it should be different in every way a company has been known so far, how it should be positioned for years of durability and growth ... and after days of planning, studies and different scenarios, we simplified it all in a nut shell: When people think about Pest Control, Pest Control should be called Boecker ...

15 years up the line, we are still living the promise; the promise to make Boecker as renown, as reliable, and as trustful as we can, to promote higher standards and set ourselves as innovative leaders and never as followers, it is a challenge we carry with pride and it is a leadership that we embrace with honor.

As I write these lines, something in my mind asks me: "what is the single message that you would like to convey to your clients and readers?" – With no hesitation two words come together: "Thank You".

In 2009 prepare to see Boecker like you have never seen it before, this is a promise ... In 2009 When people think Pest Management, Food Safety, Professional Disinfecting and Quality Products, people will call it all, Boecker.

From these pages, from between these lines I have the pleasure to announce this year the Official Boecker's 15th Anniversary Year!

Get Ready to Celebrate!

*Regards;
Michel Bayoud*

THE END OF GERMS! MICROBECSTTM

Being parents ourselves, we tend to worry about Winter for reasons beyond the cold weather and shorter days, but in fact, winter especially its first few and last few weeks carries the most nuisant sickness home... Who among you haven't had a cascade of flu, fevers, and other typical winter sicknesses at home starting with one child or adult, then moving in all directions to hit the whole family? Today, you can get ready to have control on germs affecting your family; at home in the day care or at school Boecker[®] **MICROBECSTTM** is the ideal solution.



MICROBECSTTM is an EPA* / FDA** approved solution that is sprayed in your premises providing weeks of active protection against germs: Bacteria, Viruses, Fungus, Yeasts and moulds are controlled in seconds and results lasting for weeks.

Call your local Boecker[®] office today to learn more about **MICROBECSTTM** and **ECOQUEST[®]** products for your home, it is a Guaranteed Solution with Guaranteed Results.

* EPA: The United States Environmental Protection Agency

** FDA: The United States Food & Drug Administration

▶ THE MICROBECS™ SOLUTION

Once you choose to protect your home with **MICROBECS™** you have guaranteed a lasting protection for your family. **MICROBECS™** is completely Odorless, it is 100% Safe since it can be used to purify drinking water, and you do not have to take any measures before or after its application.

Boecker® Team will apply **MICROBECS™** that will come into effect within seconds of its application. Think about the problems of high humidity, attics, carpets, curtains and all of the home, kitchens and Toilets areas.

All of these will be free of germs in less than 30 seconds. Not to forget Air Conditioning and Heat Ducting, false ceilings and deep cooids where most germs and moulds hide and multiply.

That is not all, when you use **MICROBECS™** you will also get the opportunity to discover **ECOQUEST®** which is America's leading Air Purifying Technology that will control allergens at home, and Eliminate the risks of Asthma and Allergies for your children and family while supporting **MICROBECS™** applications.

ECOQUEST® is a NASA approved technology available now for you through all Boecker® Branches. – **ECOQUEST® THE END OF AIR POLLUTION!**



CALL BOECKER TODAY AND GIVE YOUR FAMILY THE PROTECTION IT DESERVES.



**MICROBECS™ AND ECOQUEST®
ARE AVAILABLE FOR:**

- Homes
- Day Care Centers and Nurseries
- Schools
- Clinics & Laboratories
- Public Transport
- Water Tanks & Cooling Towers
- Food Processing Plants
- Restaurants & Hotels
- HVAC Ducts, False Ceilings and Voids
- Cabinets & Lockers
- Carpet, Curtains, Clothing

**SPECIAL OFFERS BEFORE
FEBRUARY 2009**



Boecker®
15th Year Anniversary

Happy New Year

WITH THE NEW YEAR STEPPING IN, LET US CHERISH OUR CLIENTS, FRIENDS AND FAMILIES, BOTH NEAR AND FAR.

WE STAND HERE ALL TOGETHER AS ONE BOECKER TEAM, TO GREET YOU AND TO THANK YOU ALL FOR YOUR COMMITMENT AND TRUST. FROM OUR FAMILY TO YOURS, WE SEND OUR WARMEST WISHES FOR A PROSPEROUS, ENVIRONMENTALLY CONSCIOUS AND SAFE NEW YEAR.



LET'S DANCE!

A charming fairy tale night was held at the Casino du Liban hosting the night of the "Bal International des Debutantes"* (The International Beginners Bal for Young Ladies).

A breath-taking night under the patronage of H.E. Mrs. Wafa M. Sleiman, Lebanon's First Lady and organized by the committee of the Bal headed by Mrs. Rigina Fenianos who welcomed the guest of honor Prince Nicolas Petrovitch Njegosh; Crown Prince of Montenegro.

The President of the Lebanese Red Cross, Sheikh Sami El Dahdah participated in the

ceremony, with a number of political, diplomatic and social figures, in addition to 45 previous girls Debutantes who participated in the previous ten annual ceremonies and about 60 first aiders from the Lebanese Red Cross. This year, the ceremony included 23 girls Debutantes from different regions of Lebanon symbolizing the unity of the Lebanese youth. They danced beautifully on the charming Valz music. Since the profits of this Gala evening are entirely intended to financing the programs carried out by the Lebanese Red Cross, Boecker had its decent participation in this event in attempt to support the Lebanese Red Cross.

* October 25, 2008.



3 AWARDS FOR BOECKER WEBSITES

A Strategic website award for www.boecker.com, another award for www.boecker.com within the Corporate Category, and a 3rd award for www.eat-safe.com in the Health, Safety, and Environment Category. This was how we came out of the Lebanese Web Awards Gala Dinner that was held this November at The Regency Palace Hotel. As the name signifies, the special **Strategic Website Award** was granted to Boecker for having an informative website that is considered as Reference site for Public Health.

This was the 4th year competition held by The Lebanon Web Awards Committee in association with MSN Arabia, Microsoft, and BSA, and this was the 3rd consecutive year for Boecker winning awards for its websites.

This event aimed at bringing together web design companies, designers and web owners in a competition for the best website in each of the designated 36 categories. Lebanon Web Awards will compete with winners from other Arab countries for the prestigious Pan Arab Web Awards competition, previously won by Boecker as well.



MADE IN AMERICA 08

Being the representative of some of the top American brands in pest management products and equipments, Boecker participated in the "Made in America" tradeshow that was held between October 9th and 11th, 2008 at the Biel exhibitions center, Beirut - Lebanon. Boecker's red white and blue stand attracted visitors who learned all about the reliable products and solutions supplied through U.S. based companies like Curtis Dyna Fog, B&G, JT Eaton, Bell laboratories, Unifix and Activtek.



Mr. M. Bayoud, CEO Boecker World Holding with H.E. Ms. Michele J. Sison, U.S. Ambassador in Lebanon.



A1 TEAM LEBANON WRAP UP

A1 Team Lebanon has completed 3 rounds out of 10 in the 2008/2009 season of The A1GP World Cup of Motorsport.

Boecker® is proud of the team's results so far where Lebanon finished 8th among 23 competing nations and got its first 3 points in Netherlands, 13th in China despite the technical problems the car was facing, and 12th in Malaysia after a superb scoring of top three qualifying spot. The team heads to Taupo circuit, New Zealand, early 2009 for the fourth round. By then, Daniel Morad, the talented young driver, will have much time to practice and bring more pride to Lebanon with further success.



Lebanon's A1 Team Daniel Morad with Hammad Abu Dargham, Regional Marketing and Communication Manager at Boecker Public Health.



QATAR

A SENSE OF WOW!



“WE’VE GOT THE PEARL”, this was the phrase that made the news.

The next thing to do was to take our team to The Pearl-Qatar and plan our mobilization. Once there, a sense of WOW permeated the team’s expressions; what a great project!

The Pearl-Qatar looks designed to appear like Farabi’s modern ideal city. It offers schools, health centers, a mosque, exquisite retail outlets, five star hotels, marinas, a yacht club, and its own designated security and safety services.

The Pearl-Qatar, according to the “Pearl of the Gulf” site, is a multi billion dollar project reclaiming over 4 million meters of land, 32 kilometers of coast line, 3 marinas with a mooring capacity of around 1000 boats, and when completed will host 41,000 inhabitants in 15,000 dwellings.... WOW!

Yet, the most relevant aspect of The Pearl-Qatar is not only the fine retail outlets nor the Venice style scenery, nor the variety of architectural



delights; it is simply the quality of life and cultural experience it offers for residents and visitors.

Here, each minor detail is subject to strict international norms and standards under the close monitoring of an experienced team in UDC to pamper this sense of WOW! We are very happy at Boecker Qatar to participate in raising the living standards at The Pearl-Qatar by providing our world class pest control services. Our carefully



designed operations plan meets international standards and maintains optimum environmental and health & safety conditions. Finally a colleague asked, now have you seen it all? Mmmm, guess not, I replied, there is a lot more to see!. Qatar keeps surprising us with substantial projects, after offering our services to its landmarks such as Villaggio mall, Sharq village, Aspire, and many others, we welcome the Pearl in our reference list and we wonder, **WHATS NEXT QATAR?**



BOECKER JORDAN



BOECKER JORDAN participated in The International Hospitality Forum (IHF) in Amman Exhibition Park from October 28th to 30th, 2008. This was the re-launch for Boecker Services in Jordan to include Food Safety services and **MICROBECS™** disinfection services in addition to Pest Management. The exhibition was very successful for Boecker-Jordan with a large number of people visited the stand to learn more about our services.

21 PARTICIPANTS attended the Integrated Pest Management (IPM) presentation conducted to Le Meridien Hotel staff Amman. This presentation aimed at highlighting the importance of Hygiene and Sanitation in line with the latest standards and technologies adopted by Boecker to provide a pest-free environment.

11TH ANNIVERSARY OF BOECKER JORDAN

On September 14, 2008 Boecker Public Health Jordan celebrated its 11th anniversary. This ceremony was held at the Grand Ball Room at Le Meridien Hotel, Amman. Mr. Na'el Darwazeh, Managing Director of Boecker Jordan attended the ceremony, along with Boecker technicians, supervisors, administrative staff in addition to some of Boecker's friends and partners.

As a token of appreciation Mr. Darwazeh has granted certificates and awards the following team members:

- **Employee of the year 2008:** Eng. Hayat Hasan (Operations Manager)
- **Technician of the year 2008:** Ameen Joma'a
- **Achiever of the year 2008:** Hanan Al-Niss (Operations Coordinator)
- **Loyalty 2008:** Haitham Al-Laham (Chief Accountant)

Congratulations for all the Jordan team, looking forward for continued achievements in 2009.





BOECKER DUBAI

BOECKER WELCOMES LE MERIDIEN HOTEL



In the 3rd quarter of year 2008, and after proving to be a World Class Pest Management supplier and one of the fastest growing companies in U.A.E., Boecker welcomed a new well known brand name in the hotel industry, Le Méridien Hotel, to its U.A.E. client base. Situated in the heart of Abu Dhabi and framed by lushly landscaped gardens, Le Méridien Hotel is set against the sparkling high-rises of the city and the indigo waters of the Arabian Gulf. Le Méridien Hotel is one of the famous landmarks in Abu Dhabi. It features indoor and outdoor meeting spaces, a day-lit spa steam room and sauna, and fifteen exceptional restaurants and lounges.



Boecker will provide its renown "Pest-Free Environment" services at Le Méridien providing safe, effective and guaranteed Pest Management Services to keep Le Méridien guests comfortable and safe.

DO NOT COMPROMISE QUALITY

Here again we come in this edition to share with you the success of Boecker Pest Control services in the U.A.E. Well-earned 2 years of continuous commitment and support to our Clients, Boecker Pest Control has managed to position its presence among the first 10 approved companies out of more than 75 Dubai Municipality listed companies. This success which could never be achieved without you, our Clients, your belief and trust in our services!

FINEST OPERATORS

Like our clients, we at Boecker believe in the same concept of: **"It is an investment at the beginning but a peace of mind on the long term"**. And for the same reason Boecker's management has lately visited Manila, Philippines to recruit new engineers and technicians for its growing operations in the GCC. We wish all the new comers the best of luck and success.

ADDRESSED TO

RETURN ADDRESS

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P.O. Box: 113 - 6225 Beirut 2059 5508 Lebanon
- DUBAI** Ras El Khor, Ind. 2nd Aweer, P.O. Box: 41999 Dubai UAE
- QATAR** Al Manaa Center, Sadd Street, P.O. Box: 8019, Doha, Qatar
- KUWAIT** SAFAT, 13160 Kuwait, P.O. Box: 29915, Kuwait
- JORDAN** Amman, Mecca Street, Tabalat Kitchen's Building
P.O. Box: 850715 Amman, 11185 Jordan



Boecker[®]
PUBLIC HEALTH