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22 January 2004

NOTIFICATION**Launch of the COP-7 Electronic Press Room**

Dear Madam/Sir,

An important element of the response to paragraph 4. (e) of decision VI/19, which was adopted at the sixth meeting of the Conference of the Parties (COP-6), is the corporate media strategy for the Convention and particularly with regard to the encouragement of media attention during the Conference of the Parties.

I am pleased to announce the creation of a dedicated COP-7 electronic Press Room on the Convention's Web site at <http://www.biodiv.org/meetings/cop-07/press/>. This site will enable media around the world who are not physically present in Kuala Lumpur to have immediate and timely access to all information and documentation required for informed press coverage.

I invite you to consult this innovative Web site which offers extensive background information on COP-7 and, for its duration, will present daily briefings, a schedule of the day's events, as well as key speeches and presentations. All information regarding press accreditation can also be found at this address.

I further encourage you to advise national media of the existence of the e-Press Room and to invite all media to avail themselves of this useful tool.

Accept, Madam/Sir, the assurances of my highest consideration.

Yours sincerely,

Hamdallah Zedan
Executive Secretary

To: CBD National Focal Points

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