

The Miami Herald

David Lawrence Jr.
Publisher and Chairman

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You base your decisions on solid, timely information. Coming in September from *The Miami Herald*, a new resource that offers unbiased reporting and expert analysis on economic trends in Cuba. It's called **CubaNews**.

July 23, 1993

Dear Opinion Leader:

Smart business people around the world are examining the market potential of Cuba. As they develop strategies and plan for the future, they will be looking for information that has not, up to this point, been readily available. **CubaNews**, using the unsurpassed resources of *The Miami Herald* and Knight-Ridder Inc., reports on the economic side of an evolving situation.

Each month, **CubaNews** will contain articles that assess a range of essential economic issues, including:

- the state of Cuba's infrastructure.
- the education level and job skills of the Cuban workforce.
- telecommunications systems and needs.
- how policy impacts trade, commerce and financial transactions.
- the latest economic indicators.

What are you doing to prepare yourself for business in this market of 11 million people? Watch your mail for a Charter Invitation to receive **CubaNews** at a special introductory rate.

Sincerely,

David Lawrence