

REGISTERED NUMBER: 3508906 (England and Wales)

Abbreviated Unaudited Accounts
for the Year Ended 31st December 2007
for
Advertising Excellence Ltd

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COMPANIES HOUSE

Advertising Excellence Ltd

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for the Year Ended 31st December 2007**

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Advertising Excellence Ltd

Company Information
for the Year Ended 31st December 2007

DIRECTOR:	Mr S A Foreman
SECRETARY:	Mrs L Foreman
REGISTERED OFFICE:	The Maltings 54 Bath Street Gravesend Kent DA11 0DF
REGISTERED NUMBER:	3508906 (England and Wales)
ACCOUNTANTS:	A4G Accounting LLP Kings Lodge London Road West Kingsdown Sevenoaks Kent TN15 6AR

Advertising Excellence Ltd

Abbreviated Balance Sheet
31st December 2007

	Notes	31 12 07 £	£	31 12 06 £	£
FIXED ASSETS					
Tangible assets	2		2,408		3,784
CURRENT ASSETS					
Debtors		361,291		199,678	
Investments		289,357		85,902	
Cash at bank		94,997		221,652	
		<u>745,645</u>		<u>507,232</u>	
CREDITORS					
Amounts falling due within one year		<u>216,251</u>		<u>169,845</u>	
NET CURRENT ASSETS			<u>529,394</u>		<u>337,387</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>531,802</u>		<u>341,171</u>
CAPITAL AND RESERVES					
Called up share capital	3		100		100
Profit and loss account			<u>531,702</u>		<u>341,071</u>
SHAREHOLDERS' FUNDS			<u>531,802</u>		<u>341,171</u>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the year ended 31st December 2007

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2007 in accordance with Section 249B(2) of the Companies Act 1985

The director acknowledges his responsibilities for

- ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

The financial statements were approved by the director on 03-07-08 and were signed by



Mr S A Foreman - Director

The notes form part of these abbreviated accounts

Advertising Excellence Ltd

Notes to the Abbreviated Accounts **for the Year Ended 31st December 2007**

1 ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and are in accordance with applicable accounting standards

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Fixtures and fittings	- 25% on reducing balance
Computer equipment	- 33% on cost

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1st January 2007	19,345
Additions	1,140
At 31st December 2007	<u>20,485</u>
DEPRECIATION	
At 1st January 2007	15,561
Charge for year	2,516
At 31st December 2007	<u>18,077</u>
NET BOOK VALUE	
At 31st December 2007	<u>2,408</u>
At 31st December 2006	<u>3,784</u>

3 CALLED UP SHARE CAPITAL

Authorised Number	Class	Nominal value £1	31 12 07 £	31 12 06 £
100,000	Ordinary		<u>100,000</u>	<u>100,000</u>
Allotted and issued				
Number	Class	Nominal value £1	31 12 07 £	31 12 06 £
100	Share capital 1		<u>100</u>	<u>100</u>

4 RELATED PARTY DISCLOSURES

The amounts owed by group undertakings balance of £25,909 relates to amounts owed by Foreman & Associates Limited, of which the Director, Mr S Foreman, has a 100% shareholding

The unlisted investment of £289,357 relates to the capital accounts within Foreman Media LLP (£289,232) and Financial Lead Generation LLP (£125), of which both Mr S Foreman and Advertising Excellence Limited are partners