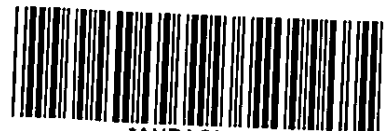


**Abbreviated Unaudited Accounts for the Year Ended 30 September 2008**

**for**

**Authentic PR Ltd**

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for the Year Ended 30 September 2008**

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**Company Information  
for the Year Ended 30 September 2008**

**DIRECTOR:** Miss K M Byles

**SECRETARY:** R V Byles

**REGISTERED OFFICE:** 5 Perrymead Court  
Perrymead  
Bath  
Somerset  
BA2 5AZ

**REGISTERED NUMBER:** 04896536

**ACCOUNTANTS:** Muskin Gregory  
Chartered Accountants  
21 Deverill Road Trading Estate  
Sutton Veny  
Warminster  
Wiltshire  
BA12 7BZ

**Abbreviated Balance Sheet**  
**30 September 2008**

	Notes	30.9.08 £	£	30.9.07 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		7,500		7,500
Tangible assets	3		2,696		1,875
			<u>10,196</u>		<u>9,375</u>
<b>CURRENT ASSETS</b>					
Cash at bank		5,146		23,182	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>5,973</u>		<u>13,225</u>	
<b>NET CURRENT (LIABILITIES)/ASSETS</b>			<u>(827)</u>		<u>9,957</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>9,369</u>		<u>19,332</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		1		1
Profit and loss account			<u>9,368</u>		<u>19,331</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>9,369</u>		<u>19,332</u>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the year ended 30 September 2008.

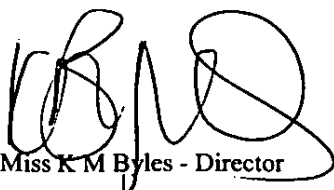
The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2008 in accordance with Section 249B(2) of the Companies Act 1985.

The director acknowledges her responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 and
- (b) 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 12 January 2009 and were signed by:



Miss K M Byles - Director

The notes form part of these abbreviated accounts

**Notes to the Abbreviated Accounts  
for the Year Ended 30 September 2008**

## 1. ACCOUNTING POLICIES

### Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

## Turnover

Turnover represents net invoiced sales of services, excluding value added tax.

**Goodwill .**

Goodwill, being the amount paid in connection with the acquisition of a business in 0, is being amortised evenly over its estimated useful life of nil years.

### Tangible fixed assets

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

**Plant and machinery etc** - 15% on reducing balance

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

## 2. INTANGIBLE FIXED ASSETS

	<b>Total £</b>
<b>COST</b>	
At 1 October 2007	
and 30 September 2008	<b>7,500</b>
<b>NET BOOK VALUE</b>	
At 30 September 2008	<b>7,500</b>
At 30 September 2007	<b>7,500</b>

### 3. TANGIBLE FIXED ASSETS

	Total £
<b>COST</b>	
At 1 October 2007	3,053
Additions	1,297
	<hr/>
At 30 September 2008	4,350
	<hr/>
<b>DEPRECIATION</b>	
At 1 October 2007	1,178
Charge for year	476
	<hr/>
At 30 September 2008	1,654
	<hr/>
<b>NET BOOK VALUE</b>	
At 30 September 2008	2,696
	<hr/> <hr/>
At 30 September 2007	1,875

Notes to the Abbreviated Accounts - continued  
for the Year Ended 30 September 2008

4. CALLED UP SHARE CAPITAL

Authorised:				
Number:	Class:	Nominal value:	30.9.08	30.9.07
			£	£
1,000	Ordinary	£1	<u>1,000</u>	<u>1,000</u>
Allotted, issued and fully paid:				
Number:	Class:	Nominal value:	30.9.08	30.9.07
			£	£
1	Ordinary	£1	<u>1</u>	<u>1</u>



**Chartered Accountants' Report to the Director  
on the Unaudited Financial Statements of  
Authentic PR Ltd**

**The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to four) have been prepared.**

In accordance with our terms of engagement and in order to assist you to fulfil your duties under the Companies Act 1985, we have compiled the financial statements of the company for the year ended 30 September 2008 which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the accounting records and information and explanations you have given to us.

This report is made to the company's director, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the company's director that we have done so, and state those matters that we have agreed to state to her in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's director, for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England & Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the Balance Sheet as at 30 September 2008 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 1985. You consider that the company is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

Muskin Gregory  
Chartered Accountants  
21 Deverill Road Trading Estate  
Sutton Veny  
Warminster  
Wiltshire  
BA12 7BZ



13 January 2009