

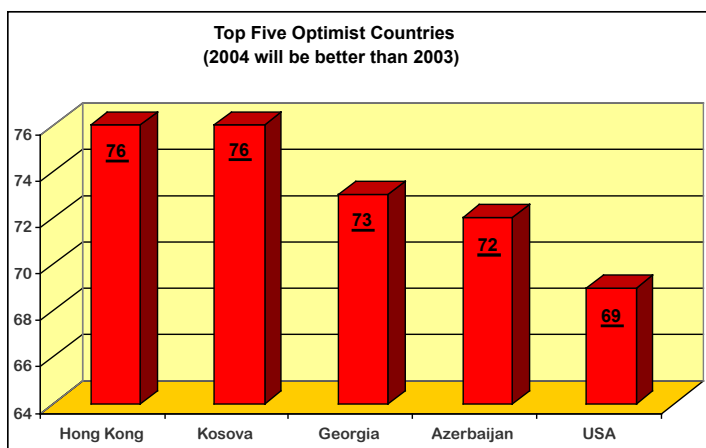
**January, 2004**

## Kosova - the most optimistic country in the world again

Kosovo and Hong Kong are the most optimistic places in the world, according to the End of Year Survey by Gallup International Association. The survey, conducted in November and December in 60 countries and comprising interviews with more than 65,000 citizens across the world, shows that on the whole the world is slightly more optimistic about prospects for 2004 than this time last year.

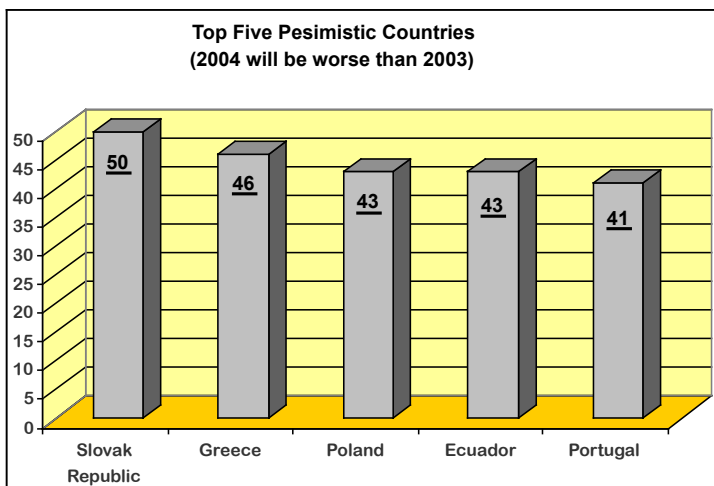
The survey in Kosovo was conducted by Index Kosova, joint venture with BBSS Gallup International during December 2003, among 1,000 Kosovar Albanians and minorities (excluding Serb minority), aged 18+ years.

Specific local events have had a dramatic effect in some countries. Hong Kong gripped by the SARS epidemic last year sees prospects much more optimistically at the end of 2003, whilst the overthrow of Edward Shevardnadze has resulted in an upsurge of optimism in Georgia. UN administered Kosovo has been amongst the most optimistic countries for the last 3 years and this year Kosovo top the list again demonstrating that peacekeeping brings both stability and optimism.



It is notable that no Western European countries are included in the top 10, reflecting perhaps the political strains within Europe that marked 2003 but also indicating the lack of improvement in economic circumstances many countries feel will prevail in the coming year.

Conversely, Europeans both those from West and East Europe, dominate the list of pessimistic countries where citizens believe 2004 will be a worse year than 2003. In all the countries where pessimists prevail, prospects for the economy are considered gloomy. Even in Greece, which perhaps should be optimistic about hosting the Olympic Games this year, feels pessimistic (46% say 2004 will be worse than 2003) and 6 out of 10 Greeks (59%) feel 2004 will be a year of economic difficulty.

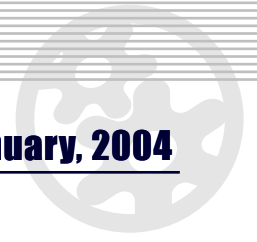


The threat of unemployment hangs over most West Europeans, many of whom see their own jobs as less safe than last year and industrial unrest and unemployment generally set to rise in 2004. An interesting exception is Germany where people feel slightly more optimistic about the economy and employment issues than they did last year.

Outside Europe, many countries predict little change in economic prospects in 2004. In Argentina, President Nestor Kirchner can take comfort that his economic reforms now seem to be working and a majority of Argentinians (58%) feel 2004 will be a year of economic prosperity after the dramatic fall of the economy a couple of years ago and the political instability that resulted from this. Elsewhere, prospects for the economy look particularly good in India - 49% say 2004 will be a year of economic prosperity - and in Nigeria where 61% believe the same. Even Japan, marked by continual economic recession in recent years, shows a slight improvement with fewer people feeling 2004 will be a year of economic difficulty.

Interviewing for this survey was conducted before the capture of Saddam Hussein and before Libya's agreement to disarm its WMD. Consequently, most countries are pessimistic about prospects for international peace in the coming year, with few believing that 2004 will be a peaceful year more or less free of international dispute.

*In addition, Index Kosova is presenting additional charts for Kosova from the GIA End of Year Poll.*



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