

Media Release

For Attention: Marketing & Advertising Media
Date: 14 October 2010

Primedia Lifestyle wins 20 SA Council of Shopping Centres' Footprint Awards

Primedia Unlimited shopping centre marketing consultancy Primedia Lifestyle, has been awarded a record 20 SACSC (South African Council of Shopping Centres) Footprint Awards, which recognises South Africa's crème de la crème in shopping centre marketing excellence. This year the Council awarded 50 Awards across its four regional awards functions, with Primedia Lifestyle achieved significantly for more awards than any other consultancy, walking away with four Golds, nine Silvers and seven Bronze Awards.

Primedia Lifestyle claimed 40% of the total awards this year, with the other 60% divided amongst 14 other companies, with the next placed marketing consultancy achieving 7 awards or 14% of the total. The company won 25% of the awards in Gauteng, Free State and Mpumalanga, 45% of the awards in the Western Cape, 50% of the awards in the Eastern Cape and 78% in KZN.

The Footprint Awards are based on overall effectiveness of South African mall marketing strategies, evaluated against criteria including concept, execution and the degree of success achieved, evidenced by an increase in foot count, centre turnover and publicity received. The Awards celebrate creative distinction and brilliance in the various fields of the marketing industry.

Primedia Lifestyle's pedigree dominated excellence in all regions (Gauteng, Free State and Mpumalanga, The Western Cape the Eastern Cape and KZN), with its Gold Footprint campaigns now eligible to compete for the prestigious Spectrum Award in November.

Primedia Lifestyle MD Paul Carsley comments "Winning 16 Footprint Awards in 2009 and now 20 awards in 2010, is a phenomenal achievement - totally unbelievable. Our benchmark has moved significantly and we're delighted that our marketing solutions are not only market leading and award worthy, but deliver results for our centres."

Primedia Lifestyle's 2010 Footprint Awards include:

4 out of 7 Gold Awards:

| Centre | Campaign | Category |
|------------------|------------------------------|---------------------------|
| Gateway | World Cup 2010 | Category Integration |
| Cavendish Square | New Faces Search | Sales Promotions / Events |
| Bushbuck Ridge | Hola Taxi | Community Relations |
| Cavendish Square | Football, Fashion & Fine Art | Public Relations |

9 out of 24 Silver Awards:

| | | |
|-----------------------------|--------------------------|---------------------------|
| Menlyn Park | Get Hitched | Sales Promotions / Events |
| Menlyn Park | Soccer World Cup | Sales Promotions / Events |
| Tyger Valley | Annual Magazine | Advertising |
| Irene Village Mall | Absolute Cow | Advertising |
| Hatfield Plaza | Brand Your Car | Advertising |
| Cavendish Square | Celebrating the Fabulous | Sales Promotions / Events |
| Cavendish Square | Celebrating the Fabulous | Public Relations |
| Umlazi Mega City | Red Carpet Celebrity | Sales Promotions / Events |
| Gateway Theatre of Shopping | Super Size Your Summer | Sales Promotions / Events |

7 out of 19 Bronze Awards:

| | | |
|-----------------------------|---------------------------|----------------------|
| Vincent Park | My Vicinity | Category Integration |
| The Workshop | Cleaning up our World | Category Integration |
| Gateway Theatre of Shopping | gatewayworld.co.za Revamp | Digital Marketing |

Pine Crest Centre
Menlyn Park
Riverside Mall
Musgrave Centre

Local Service is Lekker
The Beach
Jungle Club
Akon

Sales Promotions / Events
Sales Promotions / Events
Sales Promotions / Events
Public relations

According to Molefi Moloantoa, Divisional CEO at Primedia Unlimited, the accolades received this year are an indication of what organisations can attain by having the right talent executing marketing strategies which are aligned to client's business objectives. "Winning this number of Footprints is a significant achievement and highlights the depth of talent at Primedia Lifestyle", says Moloantoa. "This is exceptional industry achievement and I'm proud of our team and the campaigns we've delivered to market."

For more on Primedia Lifestyle, visit www.primedia-unlimited.co.za or www.primelife.co.za

Issued on behalf of: Primedia Lifestyle
Paul Carsley
Managing Director
T: +27 12 348 2449

Prepared by: Owlhurst Communications
Charlene Dennis
Account Director
T: +27 11 234 6520

LKPR0022 Footprint Awards 2010