

Media Release

For Attention: Marketing & Advertising Media
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Primedia Lifestyle wins Cresta Shopping Centre's marketing business

Award-winning shopping centre marketing consultancy Primedia Lifestyle has been awarded the portfolio for Pareto owned mall, Cresta Shopping Centre. Bringing new strategic marketing services to the well-established regional shopping centre in the north of Johannesburg, Cresta is the 54th shopping centre leveraged by the leadership of Primedia Lifestyle.

Established in 1976, Cresta has sustained its prominence and survival in an environment that has seen the proliferation of retail developments in its immediate catchment area, as well as the oversupply of retail in the Northern areas of Johannesburg. Located in the heart of the affluent residential nodes between Sandton, Randburg and the Northwest, to the Johannesburg CBD and the South, Cresta offers its valued shoppers world-class shopping facilities and experiences.

Molefi Moloantoa, Primedia Unlimited's Divisional CEO comments, "We're delighted to be entrusted with another Pareto brand. We believe our solutions-driven approaches combined with a talented team are the secret to our success. We can't wait to start putting our strategy into action!"

Paul Carsley, MD for Primedia Lifestyle adds, "Our long-standing relationships with property owners and an understanding of the shopper psyche enables us to provide our shopping centres with sound and innovative marketing solutions which not only drive feet through the door, but raise the profile of each centre within its community. We have no doubt that our expertise will significantly benefit Cresta."

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

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