



**ELECTRONICS  
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**February 2005**

To Whom It May Concern:

**Re: Grapevine Communications**

One of my first tasks on being appointed Group Marketing Manager for Samsung some three-and-a-half years ago was to appoint a PR consultancy and I subsequently appointed Grapevine. During this time we developed an excellent working relationship and Grapevine Communications became an integral part of Samsung's marketing campaign.

In my capacity, I received tremendous support and proactivity from Grapevine Communications, who worked on the Corporate, Consumer Electronics and Audio-Visual departments.

Grapevine and, in particular, Helen Bleasdale, showed tremendous commitment and passion for the brand. It is their work ethic and hard work that paid dividends and was instrumental in building the profile of the brand in South Africa.

Yours faithfully,

A handwritten signature in blue ink, appearing to read "Sarit Reouveni", written over a horizontal line.

Sarit Reouveni  
Group Marketing Manager, Samsung South Africa  
Period of employment July 2001 – March 2005  
082 990 7005