

Tiger Brands



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PO Box 78056, Sandton 2146, Republic of South Africa

November 2011

To Whom It May Concern:

For a period of one year (November 2010-November 2011) Tastic Rice Corporation of Tiger Brands appointed Grapevine Communications to conduct a PR campaign for their extensive portfolio of rice, including; Tastic Parboiled, Tastic Nature's range of brown rice and the exotic Tastic Rices of the World range communicating our intrinsic value, 'Perfect, Every time'. Some PR activity was also conducted around our regional KZN rice brand, Aunt Caroline. This is the first time in a long while Tastic again embarked on a PR programme, in the recent past; the Tastic Brand relied solely on advertising and promotions.

Grapevine's appointment has been a worthwhile investment as Tastic has been profiled in trade journals, consumer titles, marketing publications, newspapers and broadcast reaching a wider audience as well as capitalising on our below the line activities including Tastic's weddings. Aunt Caroline's community upliftment activity via consumer competitions, Tastic's twelfth Sunday Times Top Brand Award and strong presence at national lifestyle shows, amongst others.

Our department has also enjoyed Grapevine's professionalism as well as their understanding of the FMCG sector and media contacts.

Unfortunately, a call from corporate is to consolidate the group's PR initiatives under a single agency, this due the corporation's new fiscal policy.

We wish Grapevine continued success and I am sure we will see Grapevine back at Tiger Brands in the not too distant future.

Kind regards,

A handwritten signature in blue ink, appearing to read 'S Matala', with a long horizontal line extending to the right.

Silas Matala
Marketing Director: Tastic

TIGER BRANDS LIMITED Registration No. 1944/017881/06

Directors

Non Executive: L C van Vught (Chairman), B L Sibiyi (Deputy Chairman), S L Botha, R M W Dunne (British), M P Nyama, M Makanjee, K D K Mokhele, R D Nisbet, A C Parker

Executive: P B Matlare (Chief Executive Officer), O Ighodaro (Chief Financial Officer) (Nigerian); C F H Vaux

Company Secretary: I W M Isdale