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## TO WHOM IT MAY CONCERN

Grapevine has formed an integral part of the 21 Icons team since July 2014. As the project's public relations consultants, they have played a key role in the successful roll out of 21 Icons: Season II. The entire Grapevine team has approached the project with great passion and enthusiasm and has certainly succeeded in promoting the project's objectives of nation building and social cohesion.

In the first 6 months of their contract Grapevine achieved almost R20 million worth of publicity for 21 Icons. This was as a result of excellent relationships with South Africa's electronic, print and online media. We have generally been impressed with the manner and success with which the agency has engaged with the media, sponsors, icons and the public and, as a result, will be renewing their contract for Season III.

A handwritten signature in black ink, appearing to read 'Jane Ashburner', written in a cursive style.

Jane Ashburner

Director

21 Icons South Africa