

## **PRESS RELEASE**

### **Banking on the Power of Cartoons**

*In response to the pending National Credit Act, Nedbank commissioned Primedia Unlimited subsidiary Mamba Media, to create a 20 page comic book entitled Money Sense to educate consumers about the implications of this act while dispensing valuable personal finance tips.*

The cartoon series will be split into five executions and printed over a two month period in the popular *Daily Sun* newspaper. The series will then be reprinted and a million copies distributed throughout identified taxi ranks.

“It will be one of the largest and most aggressive campaigns by a bank tackling this ground breaking act. What better way to reach the masses than through a comic that consumers can follow during their daily commute,” says Craig Nadelman, MD of Mamba Media.

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