

PRESS RELEASE

FOR ATTENTION: MARKETING & ADVERTISING MEDIA
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MAMBA MEDIA TAPPED TO PERSUADE PUBLIC TO LICENCE TELEVISION SETS

SABC TV Licences has inked a contract with Mamba Media to place cartoon format A3 inserts in the Daily Sun over a six month period primarily to educate the newspaper's readers on the moral and legal obligation on all owners of television sets to purchase TV Licences – and where and how to licence them.

The Primedia Unlimited subsidiary is enjoying growing demand by advertisers anxious to address the demographic reading The Daily Sun. The addition of first time buyer SABC TV Licences indicates the immediate success Mamba Media has on the paper's many readers.

Craig Nadelman, Mamba Media Managing Director says, "We are fortunate to receive immediate responses from the public and potential advertisers, confirming Mamba Media is delivering results beyond all expectations."

For further information on Mamba Media visit www.mambamedia.co.za

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