



Parmalat SA (Pty) Ltd

Reg. No. 1995/002768/07

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12 June 2009

TO WHOM IT MAY CONCERN

The Marketing team recently had the challenging task of relaunching a very well established brand, being the oldest and most intricate of brands within the Parmalat stable.

The usual Marketing principles with thorough research was conducted during this project. However as with most businesses one is reliant on a sales team to take the next steps and implementing what is required to win at store level.

We decided that launching along the conventional routes to a large internal as well as external sales team was not going to be sufficient. We then briefed The Ripple Effect, in particular Louis Gerke to come up with a motivational, yet simple executable event that will help us attain our goal with our sales team. I am delighted to say that we conducted six shows nationally, aimed at an array of sales team members, senior management, directors and factory employees. I am pleased to say that it was a huge success.

Teams really enjoyed the activities, that not just motivated them, but also placed emphasis on the brand and valuable messages were conveyed for both work and personal use.

The proof is apparent in our sales figures, where we are enjoying between 30 and 35% increases over previous year on this brand.

We would highly recommend Louis Gerke and The Ripple Effect and are very happy with the results and the program in place to maintain it going forward this year and next.

Yours sincerely,

Ryk Coetzee
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