

Media Release

Date: 2 March 2010

Primedia Lifestyle lands Westgate Shopping Centre Marketing Contract

Shortly after securing the Southgate Mall and Value Mart business, Primedia Lifestyle, South Africa's leading shopping centre marketing consultancy has been awarded the marketing contract for the Super Regional Shopping Centre, Westgate.

Owned by Pareto Limited, Fountainhead Property Trust and Kaplan Family Trust, Westgate Shopping Centre yields an annual turnover of R1.8 billion with an estimated 14.9 million shoppers visiting the centre and its 189 tenants each year.

Of its 58 leading South African malls portfolio, Primedia Lifestyle's clients include blue chip malls Gateway Theatre of Shopping, The Zone @ Rosebank, Riverside Mall, Tyger Valley Centre, Cavendish Square and Connect, Menlyn Park Shopping Centre and Chatsworth Centre to name a few

Molefi Moloantoa, Primedia Unlimited's Divisional CEO comments, "We're delighted with the rate at which our portfolio is expanding and that property owners are solidifying our position as the market's leading shopping centre marketing consultancy. We look forward to assisting the team in improving turnover, footcount and encouraging repeat visits."

Westgate opened its doors for trade over 20 years ago with no competition in the immediate vicinity. It has since grown to Super Regional Shopping Centre status, filling its 1km stretch with many notable national retailers under its roof. Westgate's anchor tenants include Woolworths, Edgars, Pick n Pay, Ster Kinekor, Game, Checkers Hyper and Mr Price to name a few.

Paul Carsley, MD for Primedia Lifestyle adds, "Our scope of work will include providing Westgate with production and marketing services, assisting in the conceptualisation and implementation phases of promotions and major event spectacles. We can't wait to get going!"

For more on Primedia Lifestyle, visit www.primedia-unlimited.co.za or www.primelife.co.za

Issued on behalf of: Primedia Lifestyle
Paul Carsley
Managing Director
T: +27 12 348 2449

Prepared by: Owlhurst Communications
Charlene Dennis
Publicist
T: +27 11 234 6520

LKPR0013 Westgate