



Dear Brendan

23 June 2011

RE: **The lessons and disruptive effect of the Webtel.Mobi Intercontinental Challenge on global marketing norms, presented by Kezi Communications, 2010**

As per our recent discussion, we still get enquiries from the CEOs and Marketing Directors of significant companies and firms who would like to attend future presentations on the Webtel.Mobi case study. Our company also still uses the Webtel.Mobi case study as the reference point in educating clients about what can be done with a small team, and an involved CEO!

The disruptive effect of this unique event on conventional international media and marketing doctrine and strategies, and the worldwide records that it broke and set in terms of global brand marketing reach within 24 hours are still the topic of conversation throughout the industry.

Regarding your request for confirmation, I can confirm that the presentations on the Webtel.mobi Intercontinental Challenge that we presented last year were attended by the CEOs and Marketing Directors from leading companies, as well as by senior professionals from various firms across multiple sectors.

Some examples of the level and type of companies that attended are as follow;

Y&R (Young & Rubicam).

The Y&R Group has 6 500 people in 186 offices in multiple countries. It is a global advertising and marketing company.

<http://www.yr.com>

The TBWA Group

The Global TBWA Group is a multi-award winning full service marketing and advertising agencies worldwide, with divisions in advertising, retail, mobile, web, promotions, events and experiences).

<http://www.tbwa.com>

The Refinery

Provides post-production, special effects and multiple creative solutions across the advertising, feature film and television industries.

<http://www.refinery.co.za/>

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As you are aware, the lessons of the Challenge in breaking the mold of prevailing rulebooks and conventional wisdom in the marketing arena to achieve world record-breaking results were fully taken on board by the attending Marketing and Advertising Company CEOs, Marketing Directors and other executives. Some of the noteworthy comments included:

"The use of Social Media was brilliant".

"It's unbelievable to think that one event can affect so many people across the globe at the same time".

"Webtel.Mobi's brand positioning was very clever - they knew just how to do it and where to position their logo".

"It is very easy to see how a campaign such as this can translate across all industries".

"It is mind-blowing to see what can actually be done".

I hope that this letter will be sufficient for the confirmation process that you requested it for.

In closing, I would like to mention again that Kezi would still like to share this case study with more of the interested companies and firms through your presentations, so please let us know when you will again have the opportunity to present.

Regards,

Keri-Ann Clark
Managing Director
KEZI COMMUNICATIONS (PTY) LTD