



PRESS RELEASE

SCANGROUP LAUNCHES NEW JOINT VENTURE TO PROVIDE FIELD MARKETING SERVICES

Nairobi - March 11th 2010: The leading marketing services company Scangroup Limited in joint venture with the Smollan Group of South Africa announced the launch of a field marketing company, Smollan East Africa Limited. The company will initially focus on serving the East Africa region of Kenya, Uganda, Tanzania, Rwanda and Burundi from its head office in Nairobi.

Smollan East Africa will be offering field marketing services, market intelligence and brand activation. "This expertise will offer our multinational clients an opportunity to outsource their field marketing services in the region to ensure adequate stock levels in all retail outlets and supermarkets. This will reduce out-of-stock situations and ensure superior shopper contact in order to boost sales," said Bharat Thakrar, Chief Executive, Scangroup.

Field marketing encompasses all logistical support and in-store activities to ensure that brands remain in-stock and highly visible to consumers. The process starts with consumer and shopper research to determine optimum product design and merchandising criteria, through to stock control, order processing and merchandising. Brand activation is the process which helps shoppers to make a final decision on their purchase in-store.

The launch of Smollan East Africa is the latest in a series of joint ventures by Scangroup, which plans to introduce world-class marketing services in the markets in which it operates in sub-Saharan Africa. Other recent Scangroup joint ventures have seen the successful launch of market research and insights company Millward Brown East Africa, strategic public relations consultancy Hill & Knowlton East Africa, and Squad Digital, a specialist digital marketing consultancy.

Scangroup's largest shareholder, WPP, the world's leading communications services group, is also a significant minority shareholder in the Smollan Group with a 33% stake acquired in 2008.

Doug Smollan, Chairman and Chief Executive, Smollan Group said, "We are excited to be extending our footprint and partnering with Scangroup initially in East Africa to offer world-class field marketing services. Scangroup has an unrivalled portfolio of client relationships in East Africa, and this provides us with a very strong base from which to develop and grow this company."

About Scangroup

Scangroup Limited is the first and only marketing services company to be quoted on the Nairobi Stock Exchange. It is the holding company for advertising agencies Scanad Kenya, Uganda and Tanzania, JWT Kenya and Tanzania, Grey East Africa, McCann Kenya and Redsky; media planning and buying divisions MIEA, Mediacom and Universal McCann; public relations company Hill and Knowlton East Africa; event management and experiential marketing company Roundtrip, marketing research company Millward Brown East Africa and specialist digital marketing agency Squad Digital. For more information, please visit www.scangroup.biz

About Smollan Group

The Smollan Group is a diversified marketing services company, focused on providing visibility, mobility and intelligence for a vast spectrum of well-loved brands.

Founded in 1931 by rugby Springbok Fred Smollan, the Smollan Group opened its doors initially as a Gauteng-based sales agency. With its pedigree in field marketing, the Group has evolved to offer a diverse range of outsourced marketing services to multiple channels across a broad spectrum of industries.

The group has operations in South Africa, Botswana, Namibia, India, China, Malaysia and now East Africa. For more information, please visit www.smollan.co.za