



PMR.AFRICA: EXCLUSIVE FEATURE: NATIONAL SURVEY ON THE MUSLIM BUSINESS COMMUNITY IN SOUTH AFRICA: DURSOTS HIGHEST RATED IN BUSINESS SECTOR:

PMR.AFRICA WILL PUBLISH A SPECIAL FEATURE ON THE MUSLIM BUSINESS COMMUNITY IN SOUTH AFRICA, IN OCTOBER 2011.

The feature will focus on all the major industry sectors in the Muslim Business Community.

The feature will be utilised as an investment tool for the highest rated companies and institutions. The feature will be hosted on the PMR.africa website www.pmr.africa.com for 12 months.

PMR.africa receives 70 000 + page views per month on the website. The magazine will also be distributed to all the SADEC countries, South Africa's embassies, foreign trade missions etc.

PMR.AFRICA IS ALSO DISTRIBUTED TO 8 000 DOCTORS' (GP'S AND SPECIALISTS) ROOMS IN SOUTH AFRICA.

Based on the survey on the Muslim Business Community conducted during July, August and September 2011, DURSOTS will receive the following award:

In the BUSINESS SECTOR: FOOD PROCESSORS IN THE MUSLIM BUSINESS COMMUNITY, DURSOTS is highest rated on an overall rating of 4.18 (Highest rated in section) out of a possible 5.00, and will receive the Diamond Arrow Award.

Congratulations and well done!!

The ratings are based on the perceptions of the respondents (business owners, MD's CEO's, company directors and community leaders representing the Muslim community in South Africa).

Companies and institutions were rated against the following criteria:

- companies/institutions that have done most to enhance the economic growth and development of South Africa.
- levels of management expertise.
- implementation of corporate governance.
- corporate social responsibility initiatives.
- brand awareness.
- levels of innovation.

The purpose of the awards is to celebrate excellence. Through the awards we want to acknowledge and set a bench mark for others to aspire to. Through the awards PMR.africa is also creating an opportunity for companies and institutions whereby a team or division can be recognized for all their hard work. After all, there is a successful team behind each successful and highly rated company and institution.

Based on the feature PMR.africa will host an awards' function in October 2011 in Johannesburg. The function will be attended by 120 to 180 corporate and community leaders.

The awards will be handed over at this event.

Yours Sincerely,

**Johan Hattingh
Chief Executive Officer.
C.J. Hattingh & Sons t/a PMR.africa**