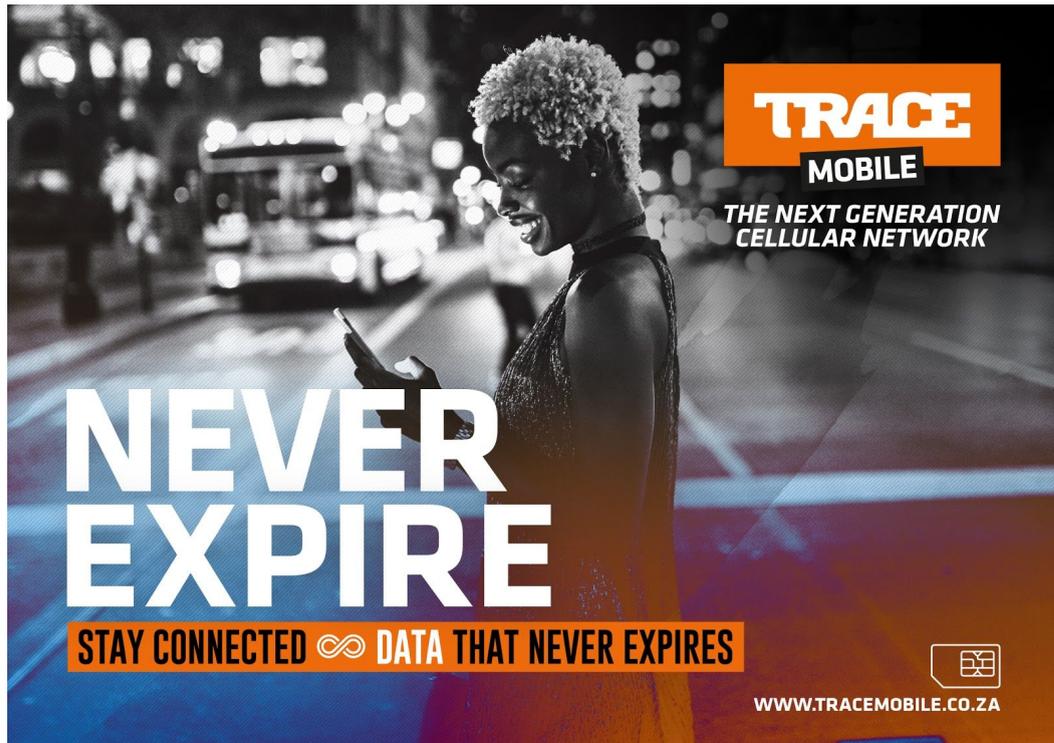


INTRODUCING THE NEW TRACE MOBILE OFFERING WITH DATA THAT NEVER EXPIRES

TRACE, the global multi-platform digital and media company dedicated to premium afro urban music and entertainment launches TRACE Mobile, as a fully-fledged Mobile Virtual Network Operator (MVNO) in South Africa.

TRACE Mobile pre-paid offer comes with a distinctive proposition as the *Next Generation Cellular Network* which offers all subscribers data that never expire, a unique music proposition, audiovisual entertainment content and exclusive VIP lifestyle rewards.

This edgy and hip TRACE Mobile network is mainly aimed at the 16-35 year-old South African audience, who will benefit from:

- **Data that never expires.** TRACE Mobile is the first and only mobile service in South Africa that offers data that #neverexpires to all its customers.
- **FREE access to music and entertainment:** 8 live TV music channels, 30 digital radio channels, movies, series, concerts and documentaries.
- **VIP tickets to exclusive events and lifestyle rewards:** exciting perks and *Money-Can't-Buy-Experiences with local and international celebrities*

TRACE Mobile subscribers will also have access to discount vouchers from partners such as Edgars, Edgars Active, CNA, Red Square, Shesha and free entry to clubs for VVIP experiences that #neverexpire.

“We have listened to TRACE fans. They are permanently connected and they want more data, more content and more personalized rewards for their mobile investment. TRACE Mobile is the answer to their mobile needs and we are very proud to be the first to launch such a service in South Africa that responds directly to what South African mobile consumers have been asking for, in these tough economic times.” said Leo Manne, Senior Vice President, TRACE Southern Africa.

Availability and Pricing

TRACE Mobile SIM cards can be purchased now for only R5.00 at participating retailers, and listed on the website in the dedicated store locator. The TRACE Mobile starter pack can also be purchased directly from the TRACE Mobile squads (promoters and foot soldiers), that are present and active across the country.

About TRACE & TRACE Mobile

TRACE is a global broadcast and digital media company specialized in afro urban music and entertainment. Through its 22 pay TV channels, radios, online and mobile services, TRACE connects with a 200 million multicultural audience in more than 160 countries. Launched in 2003 following the acquisition of the eponym print magazine, TRACE has become the leading media brand for lovers of afro urban culture in Sub Saharan Africa, Europe, the Caribbean and the Indian Ocean.

TRACE Mobile was initially launched in South Africa as a CELL C branded reseller model and captured over 1.4 million subscribers in 18 months.

More about TRACE Mobile: www.tracemobile.co.za

More about TRACE: www.trace.company

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