



**TO WHOM IT MAY CONCERN**

**October 2015**

Dorria Watt and Kathy Malherbe (Du Maurier Communications) were awarded the Virgin Active SA account in 2012 when their initial assignment including the celebration of the opening of our 100<sup>th</sup> club and the launch of Alice Lane our first Classic Club – putting this top luxury club in Johannesburg on the map. Since then they have been the communication consultants for Virgin Active, writing critical news and information about our rapidly growing brand, fitness trends, tips for training and landing the company several million rands worth of coverage annually as well as being invaluable support in a crisis.

During this time they have also managed six extremely challenging Sir Richard Branson visits to SA handling the media aspect of these high-energy happenings with great skill. They have worked in a variety of projects from the Cycle Tour through to the ITU Triathlon as well as club and product launches and the writing and distribution of bi-monthly general wellness and exercise articles. The success of much of their coverage is in identifying topical issues and finding the correct angle to create a newsworthy story. They are universally liked by all Virgin Active staff and management.

They have also helped to get exposure of Virgin Active's corporate social investment department, Force for Good, using their excellent media contacts to great effect.

In particular, Kathy Malherbe has excellent media credentials as a freelance journalist – specialising in health - and teamed up with Dorria Watt with her media knowledge, media contacts and organisational skills they make a great team.

We are delighted to recommend their services and may be contacted at any time for telephonic references.

Les Aupiais, head, strategic communications

A handwritten signature in black ink, appearing to read "Les Aupiais".

Virgin Active SA

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