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### TESTIMONIAL: DORIAN GLASS

Our ref

Your ref

Date

29 August 2008

I have known Dorian for the last nine years, having originally met him in his professional capacity whilst working for another client, subsequently with my own company becoming his client, and ultimately as a personal friend.

He has executed projects for multi-national corporations as well as for small firms, ranging from food products to professional services.

Dorian manifests an infectious energy which he harnesses to focus on the job at hand. He has a prodigious knowledge of the dynamics involved in marketing and business strategies, and an instinctive feel for the forces at work in the commercial environment and in commercial relationships.

Dorian educated me into the truth that before one can market anything; you need to acquire deep insight into the product, industry and the company that markets it. He tactfully and sensitively guided my company and, where necessary, individual personnel through the process of self-knowledge which must precede an effective strategic direction and marketing campaign. It is clear that this is a tried and tested formula which can be relied upon to successfully attain realistically achievable goals.

Once he has embarked upon his project, he becomes entirely devoted to the cause, and the thought and attention which go into the work are exhaustive and exclusive. Creativity and science are combined to address the client's stated goal, although in the process, it is possible that the process itself may indicate a need for a change in the goal. The process is so thorough that it should be trusted to allow this to occur.

His work requires sensitivity in dealing with all manner of personnel in the client's organisation, since their cooperation is essential, and he demonstrates skill and ability to relate to people at all levels. I have seen him achieve a high level of buy-in from the client's personnel, both senior and rank-and-file. The greater the buy-in, the greater the likelihood of success of the project.

Dorian approaches his work in an extremely organised fashion, typified by punctuality in time, precision in the use of words and images, clarity in the conceptualisation of objectives, uncluttered workspaces, and a constant polishing of the final product, resulting in something deceptively simple and easy for public consumption. To coin a metaphor, the machinery is never visible behind the watch face!

I am available to discuss the above Reference if required.

Sincerely,

A handwritten signature in black ink, appearing to read 'HJ Friedland', written over a horizontal line.

HARRY FRIEDLAND

Directors RG Volks, HJ Friedland, J Blignaut,  
SG Volks, M Bey, PA Pretorius, M Smit.

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ATTORNEYS, NOTARIES AND CONVEYANCERS