



AFRICAN STAR COMMUNICATIONS COMPANY PROILE

Description of business:

African Star Communications is a public relations and publicity agency focused on developing, enhancing and maintaining our client's public image in the best possible light.

In the family of African Star Communications, Public Relations is given the utmost respect in the notion of brand building. Brand perception is sacrosanct in ensuring longevity, success and growth in any business. Most brands are perceived in certain ways and that perception can make the difference between success and failure. At African Star Communications, we craft a person/company's brand perception by fostering relationships with key influencers from investors to consumers.

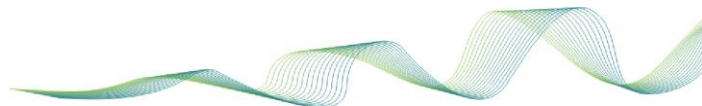
To put it shortly, Public Relations to African Star is about creating, shaping, publicizing, enhancing or changing public attitudes and perceptions of a brand, and that brand is YOU. It is a part of the marketing mix of disciplines that we hold highly in our core values.

Our Mission:

African Star Communications is a full-service PR firm, focusing on customized strategic public relations campaigns in government, fashion, beauty, technology, consumer goods, and entertainment. We are skilled at developing integrated brand campaigns and product launches that generate excitement and buzz in the media, among buyers, the end consumer and the entertainment or business community. We create innovative, attention grabbing news angles that get our clients booked in high-profile print publications, on television and radio, in industry trades and online. We also specialize in strategic celebrity alliances and co-branding efforts with various organizations and events.

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African Star Communications has an in-house art department to maintain creativity and quality control over all projects. The agency's staff is experienced in the fields of marketing, advertising, and public relations. Our combined efforts will deliver a branding and image enhancement campaign with a high level of creativity and client service.

Our company is able to offer you a full-service integrated communications campaign at a cost that fits your company budget. We will work with you to design an affordable plan to benefit your current marketing plans.

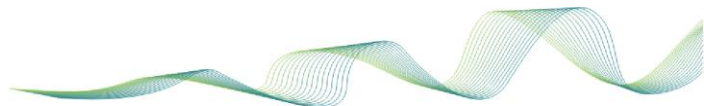
Vision Statement:

'With every celebrity and corporate client we ensure success through transparency'
through the following practices:

- A one-on-one meeting
- A 6-month publicity/promotion plan
- Building a profile & brand image
- Developing the client as a brand
- Press Conferences
- Crisis Management
- Guest appearances/Speaking engagements
- Image Consultancy
- Experiential Marketing
- Public Affairs

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- Social Media Engagement

Company Values:

The underlying corporate values underpinning the business approach of African Star Communications incorporate the following:

Founding Values

Integrity and honesty
Innovation
Customer orientation
Accuracy
Commitment
Enthusiasm
Responsiveness

Resultant benefit values

Customer service
Excellence
Empowerment
Community Benefit
Achievement
Competitive Edge
Market Leader

Service Feature Values

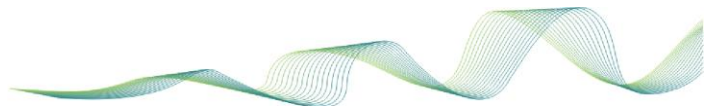
Quality service
Creativity
Reliability

Legacy Values

Credibility
Consistency
Accessibility

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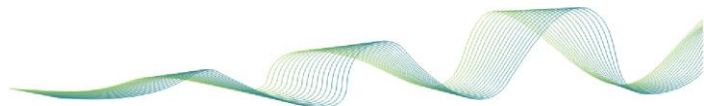


Company History:

What sets us apart from other public relations companies is that we understand that in PR we are not the bosses, our clients are! Our staff is the hardest working team in the PR game and we do not operate on a 9 to 5 mentality. We work until the job is done and we tirelessly campaign for your visibility in the press. Our impeccable writing skills, influential contacts, and professionalism are just a small sample of what we offer to help you succeed in your future operations.

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Profiles

Farah Fortune (Partner)

Farah Fortune our founder started African Star Communications after great success as publicist within the corporate and entertainment world working in the realms of Entertainment, Non-profit, Corporate, Consumer Products, E-commerce and Internet Public Relations.

Farah comes from a diverse media background. With experience in the media/advertising industry in the United Kingdom, she has evolved into using those strategies in her career. She has publicity experience from Companies such as Media 24 and Ster-Kinekor to name a few, which has provided the platform to fulfilling relationships within the media. One of her biggest campaigns she has worked on was providing the publicity for **TSOTSI**, (which made news maker of the year 2006) the Oscar winning film, which provided South Africa with its first Oscar for a movie. Her contacts and relationships with celebrities and corporate brands has been a solid platform for an extensive portfolio.

The Mail and Guardian recently honored Farah as one of the Top 200 Young South Africans.

Chin Okeke (Partner)

Chin is a Law Graduate (LLB) from the University of Bristol and is a qualified PRINCE2 practitioner. He has lived in New York, London, Beijing, Shanghai and Lagos where he has worked for two Fortune 500 companies, namely, Credit Suisse and the AP Moller Maersk Group, where he completed their

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Management Program. He speaks English, French, Spanish and Chinese. Chin has recently been appointed counsel to The Youth Philanthropists Foundation.

He has almost a decade of experience in Promotion and Production Management in the Fashion and Entertainment Industry across continents from USA to China. His events are renowned for setting new standards and pioneering innovation in their field. In an industry where inter-personal skills are not a luxury but necessity, Chin excels, his ability to create, develop, and maintain relationships are his strengths. Throughout his career Chin has become sought-out, he has built a reputation among his peers of professionalism, and creativity that is always carried out with a touch of class.

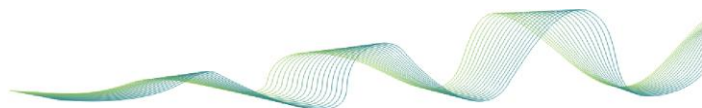
Wunmi Bakare – Senior Account Executive

With vast experience in consumer relations, investor relations, fashion & entertainment PR, crisis management, public affairs, media relations, experiential marketing and social media engagement, Ms. Wunmi Bakare lives and speaks public relations. As the senior account executive at ASC, she works hard to garner publicity for a host of premium brands in the Nigerian market.

Her work with international public relations firms like GolinHarris and Cohn & Wolfe has helped build global brands like McDonald's, Dell, Tyson Foods, Nestle Purina, Underwriters Laboratories, NetSpend and Susan G. Komen. Ms. Bakare has a B.Sc in Public Relations & Business from the University of Texas at Austin where she worked with the Office of Public Affairs and the Texas State Capitol. She is a proud member of the Public Relations Society of America and APCON.

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Some Previous and Current Clientele:

- African Romance: Miss World 2008
- Manchester United: Vodacom Challenge: 2008
- Make Over Central: 2008/2009
- Forge Marketing: 2008/2009
- Vuvuzela Eat and Sleep: 2009
- Nandos Peri-Deli: 2009
- Ice-Watch Launch 2011
- Brutal Fruit VIP Invites and Guest List (Kim and Khloe Kardashian) 2010
- Duduzile Zuma Wedding (Presidents Daughter) 2011
- Launch of Face of Garnier 2010
- World Cup Haagen Dazs Launch 2010

For more information, please contact:

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