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To Whom It May Concern:

**Re: By Design Marketing & Communications Agency**

This letter serves to confirm the services rendered by By Design Marketing & Communications Agency for the Cell C Career Choice Expo, which took place in September 2008 as an extension of the Cell C Take a Girl Child to Work Day® initiative.

The scope of work was as follows:-

- 1200 learners in each of the seven provinces visited, a total of 7200 learners
- Venue selection and management

Other requirements included:-

- ✓ Getting the Chief's permission for use of facilities
- ✓ Good access by road (for buses & trucks)
- ✓ Proximity to target audience
- ✓ Mobile generator for power
- ✓ Water
- ✓ Ablution facilities
- ✓ Secure storage of equipment and sponsored promo material
- ✓ Security personnel
- ✓ Refreshments (VIP, volunteers & exhibitors)
- ✓ Lunch packs for bussed learners
- ✓ Mobile silent generators for power
- ✓ Cleaners
- ✓ VIP catering
- ✓ Décor

We would like to affirm that the services of By Design Marketing and Communications Agency were professional, the events in all seven provinces were excellently handled and the 2008 Cell C Career Choice Expo was by far the best managed event.

It is on this basis that Cell C has invited By Design Marketing and Communications Agency to bid for the 2009 Cell C Career Choice Expo, which is to take place in seven provinces.

Yours sincerely,

Mercia Maserumule

Manager: Corporate Social Investment