



Empowerdex (Pty) Ltd. Reg. 2001/027963/07

No. 9 Simba Road, Sunninghill Place, Sunninghill 2157. [T] +27 11 234 7890 [F] +27 11 234 5855

Directors: V Jack, CC Wu*, D Baloyi, N Cassim (Alt. JE Hochfeld), D de Beer, J Rapoo, D Mokhobo. * Executive*

24 April 2007

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TRAILBLAZER'S LAUNCH A GREAT SUCCESS

Trailblazers: South Africa's Champions of Change, a publication highlighting the lives and experiences of South Africa's most successful black business people, was launched last night at an elegant function at Sandton's Saxton Hotel. Produced by EmpowerDEX in conjunction with Citadel, the book represents a milestone in the South African literary circle as it ranks the Top 50 most influential black businesspeople in South Africa based on research conducted by EmpowerDEX over a period of six months. The book is defined by the fact that it does not simply refer to figures but rather chooses to focus on the individual stories behind the rise of each businessperson featured.

The launch proved to be an immense success and was well attended by both businesspeople and the media. Among those in attendance were EmpowerDEX CEO Vuyo Jack, Executive Director Chia-Chao Wu and revered guest Dr Mampela Ramphela who delivered the keynote address. Dr Ramphela ranked number one in the list of Top 50 Trailblazers and at the time of print of the book, was regarded as the most influential black South African businessperson.

In her address, Dr Ramphela praised the EmpowerDEX team for their work on the book which she regards as an inspiration for the youth of tomorrow. Because of this she believes that it should make its way to all university, technikon and school libraries throughout the country. In addition, she highlighted the fact that Trailblazers value existed in the fact that that it delved into the stories behind the characters of the individuals featured showing that very little luck was involved in getting them where they are today, despite the challenges and prejudices they faced.

For further information contact:

Sherilee Bridge or Tanya Govender at 011 234-7890

E-mail: sbridge@empowerdex.com or TGovender@empowerdex.com