



United 4 Bafana Bafana – Official Supporter Range Launch

FOR IMMEDIATE RELEASE

Johannesburg – (24th November 2008) – Today Bafana Bafana launches their much anticipated Official Supporter Clothing range to all South African soccer loving fans and people.

In line with the “on-field” preparations for the FIFA Confederation Cup in 2009 and the FIFA 2010 World Cup, Bafana Bafana is also gearing up “off the field” of play to “Dress the Nation” and to galvanize support.

“This is a very exciting time for all South African soccer fans as it’s the first time that Bafana Bafana has an apparel range designed specifically for them” says Vivian Casaletti, MD of SLAM. “We had to make sure that official merchandise was made available to all fans in time for the FIFA events that South Africa will be hosting. In line with SLAM’s vision to “Dress the Nation”, we have come up with a very exciting apparel range that will cater for all segments of the market, at the relevant price points, thereby making official product available and affordable to all”.

The theme of the launch and of the campaign going forward is “**United 4 Bafana Bafana**”. In line with this theme, a number of prominent personalities have pledged their support to the national team by participating in today’s launch of United 4 Bafana Bafana street fashion show. “It’s our time as South African’s to be supportive and proud of our national team, Bafana Bafana” says Thomas



Msengana from Metro FM's Breakfast with Thomas. "I have no other allegiance, this is my team, this is what is in my heart!" adds Msengana.

The Gauteng Department for Sports, Arts, Culture & Recreation provided significant support to ensure that the launch of Bafana Bafana's apparel range took place in Gauteng and coincided with SoccerEx 2008. Gauteng MEC for Sports, Arts, Culture & Recreation Barbara Creecy says, "In line with the Department's strategy of promoting Gauteng as the natural starting point for South Africa's major sporting and cultural events, Gauteng is proud to partner with SAFA in the launch of the official Bafana Bafana apparel range."

The South African Football Association (SAFA) is thrilled to see Bafana Bafana grow into a strong and inspirational commercial brand, recognizable across the world and readily accessible and affordable to all its fans and supporters.

SAFA CEO Raymond Hack believes that this licensing program is the next logical step in the evolution of South African football. "In today's highly commercialized sporting world, SAFA has to be at the forefront of any developments in the game, both on and off the field. The brand extension and merchandising opportunities of the Bafana Bafana brand are part of SAFA's preparation for the FIFA 2010 World Cup."

To contribute to the growth and further development of the South African clothing and textile industry, SLAM is working closely with Proudly South Africa, to ensure that by 2010 the majority of Bafana Bafana's apparel range will be manufactured in South Africa.

The full Bafana Bafana apparel range will be available in stores at the end of March 2009, coinciding with the FIFA Confederation Cup being held in June 2009. Certain items of the core range will however be available in selected stores nationwide from early February 2009.

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About S L A M

SLAM, SAFA Legal & Management, is SAFA's Master Licensee and Bafana Bafana's exclusive licensing agency.

SLAM falls under the SAFA's Commercial Department and manages all SAFA's trademarks including and not limited to Bafana Bafana.

SLAM's vision to **DRESS THE NATION** and to build the Bafana Bafana brand through a meaningful licensing programme & marketing strategies that will elevate the perception of the brand and develop it into the leading sports brand in South Africa.

SLAM's mission is to capture the essence of Bafana Bafana and make it accessible through exciting merchandise to the broadest base of supporters and people. Upholding the highest level of professionalism, SLAM, through its programme will assist in building a lifestyle brand that all South African's can associate with & be proud of.

With South Africa hosting the 2010 World Cup, SLAM has the opportunity of broadening the brand's boundaries and to showcase the true passion and spirit of Bafana Bafana.

For further information please visit the SLAM website www.slam.co.za or contact Vivian Casaletti from SLAM on 011 523 3000.

