

**Dr McNamara Exposure (in estimated Rand value)**

**1. Television and Radio**

| Station and show      | Date       | Add rate per 30 sec | Interview rate per 5 min | Length of Interview | Estimated Value of Interview |
|-----------------------|------------|---------------------|--------------------------|---------------------|------------------------------|
| ETV - Sunrise         | 16/02/2011 | R 4 500.00          | N/A                      | 8 minutes           | R 72 000.00                  |
| Classic FM            | 17/02/2011 | R 3 055.00          | N/A                      | 1 hour              | R 366 600.00                 |
| Metro FM              | 17/02/2011 | R 3 480.00          | R 20 880.00              | 30 Minutes          | R 125 280.00                 |
| 702                   | 19/02/2011 | R 2 480.00          | R 14 880.00              | 1 hour              | R 178 560.00                 |
| Radio 2000            | 21/02/2011 | R 690.00            | R 4 140.00               | 30 minutes          | R 24 840.00                  |
| SAFM                  | 22/02/2011 | R 210.00            | R 1 260.00               | 20 minutes          | R 5 040.00                   |
| SABC 3 - Espresso     | 23/02/2011 | R 500.00            | R 3 000.00               | 5 minutes           | R 3 000.00                   |
| SABC 2 - Morning Live | 18/02/2011 | R 9 000.00          | R 54 000.00              | 8 minutes           | R 144 000.00                 |
| <b>SUB TOTAL</b>      |            |                     |                          |                     | <b>R 919 320.00</b>          |

**2. Dietitian Groups**

| Venue            | Date   | Registered Dietitians Attending Talk |  | Value      |
|------------------|--------|--------------------------------------|--|------------|
| Bloemfontein     | 17-Feb | 30                                   |  | R -        |
| Johannesburg     | 18-Feb | 70                                   |  | R -        |
| Cape Town        | 22-Feb | 30                                   |  | R -        |
| Nelspruit        | 24-Feb | 45                                   |  | R -        |
| <b>SUB TOTAL</b> |        | <b>175</b>                           |  | <b>R -</b> |

**3. Printed/Electronic Media (Note: we are still waiting for articles to be published and will update this list)**

| Publication | Date       | Size      | Notes   | Estimated Value of Article |
|-------------|------------|-----------|---|----------------------------|
| The Star    | 28/02/2011 | 1/2 page  | The caption, "An egg a day is now okay" also appeared on the cover of The Star  | R 89 064.00                |
| Showcook    | 22/03/2011 |           | <a href="http://www.showcook.com/2011/food-research/an-about-turn-on-eggs/">http://www.showcook.com/2011/food-research/an-about-turn-on-eggs/</a>       | R -                        |
| Health24    | 22/03/2011 |           | <a href="http://www.health24.com/dietnfood/Diet_basics/15-1168-1173,61872.asp">http://www.health24.com/dietnfood/Diet_basics/15-1168-1173,61872.asp</a> | R -                        |
| Beeld       | 14/04/2011 | Full Page |   | R 56 101.50                |

|                  |        |          |              |  |          |                   |
|------------------|--------|----------|--------------|--|----------|-------------------|
| Leef             | Aug-11 | 3 x FPFC | Elize Parker |  | R        | 63 270.00         |
| <b>SUB TOTAL</b> |        |          |              |  | <b>R</b> | <b>208 435.50</b> |

**4. Other**

*Dr Mcnamara CD with articles distributed to 600 dietitians & all guests as per above*

| Total Estimated Exposure |  |                       |
|--------------------------|--|-----------------------|
| 1                        | Television and Radio                       | R 919 320.00          |
| 2                        | Printed / Electronic Media (to be updated) | <b>R 208 435.50</b>   |
| 3                        | Dietitian Groups                           | R -                   |
| 4                        | Other                                      | R -                   |
| <b>TOTAL</b>             |  | <b>R 1 127 755.50</b> |