

PRESS RELEASE

Mango partners with UNICEF in online fundraising campaign

21 July 2009 - Low cost airline Mango, UNICEF and Supersport's Let's Play announced today its partnership to raise funds for the organisations' work in youth development through sport initiatives.

The association will see Mango fundraise for UNICEF and Let's Play through its website, allowing airline guests to contribute R 10 toward various initiatives. The partnership, is Mango's second foray into sport development. The airline also collaborates with car rental partner Tempest to provide underprivileged schools with soccer kits and hosts tournaments as part of the Dreamfields (www.dreamfields.co.za) project. To date, 52 schools have benefited from this association.

"Mango has committed itself to the development of our youth," says CEO Nico Bezuidenhout. "Sport, in particular soccer, with its universal appeal, holds the greatest potential to inspire and contribute to the development of tomorrow's leaders. Organisations like UNICEF / Let's Play, and Dreamfields contribute significantly to our society and as an airline for all the people of South Africa, we lend our support to such proactive and positive actions."

The airline and UNICEF will report back to donors and passengers regularly through in flight magazine, *Mango Juice*, to highlight the positive results of Mango guest's contributions.

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“This partnership in particular will benefit UNICEF’s Sport for Development program and Let’s Play, which aims to use sport for positive influence in children’s lives, by providing sport and recreational equipment, playgrounds and programmes that support both cognitive and physical development with opportunities to play.” Said Aida Girma, UNICEF South Africa Country Representative, who was on hand to formally accept the partnership on behalf of UNICEF. “This is a right for all children enshrined in the Convention of the Rights of the Child and I would like to thank Mango for having the vision to invest in a such a positive, and results based program to benefit thousands of children in South Africa.”

The launch was also attended by several young people who were the recipients of footballs from Let’s Play. Vaughn Bishop, Corporate Social Investment Manger for Supersport highlighted the need for young people to become more active, "This partnership is about getting children off the couch and onto our playing fields. With the support of UNICEF and Mango we can encourage more children to play and get active. This is essential for their development," commented Mr. Bishop.

The Mango, UNICEF and Let’s Play fundraising campaign launched on Mango’s website on 25 May and officially the partnership was announced today at OR Tambo International Airport.

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