



NEWSFLASH!



*ICC Cricket World Cup*  
**2011**

**Look out for our new TV campaign during the Cricket World Cup!**

Outsource Digital is proud to announce that our new TV campaign will launch on Saturday, March 5, 2011 on MNet Super Sport. Our campaign consists of one 30 second and two 15 second TV commercials. The concept portrays the vision of Outsource Digital; a company with a great future and showcases our range of superior products and services in this unique, animated campaign.

We will be running 30 second spots in all of the South African weekend matches, as well as the Quarter Final and the Final. Our 15 second spots will run in the balance of the weekend matches. The creative concept was produced by Ubermedia and the audio provided by Westside Audio. The development of the campaign was an exciting journey and we thank our creative partners for their outstanding contributions.

Managing Director, Ryan Pickford stated "This is an exciting and distinctive step towards the future of Outsource Digital; we look forward to great marketing opportunities and introducing many more customers to our company. We proudly support the Proteas and wish them every success".