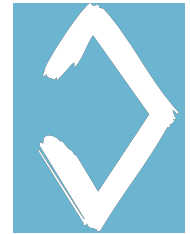


Tenant Newsletter



Diamond Pavilion
shopping mall

2 / 2010

REMEMBER:
5th - Cut off date
for Turnovers

Our website: www.diamondpavilion.co.za

Dear Tenants

Soccer 2010! The time has finally arrived for Kimberley to do the final preparations for the long awaited **FIFA World Cup 2010!** As one of the most-watched sporting events on Earth it enjoys phenomenal interest from sports fans. It is the first time that this event will be hosted on African soil. Kimberley will be the base camp for the Uruguay Soccer Team. It is therefore important that everybody should be made aware of their culture.

Uruguay Flag

Nine equal horizontal stripes of white (top and bottom) alternating with blue; there is a white square in the upper hoist-side corner with a yellow sun bearing a human face known as the Sun of



May and 16 rays alternately triangular and wavy. The "Sun of May" is the national emblem of Uruguay.

The design of the flag has significant resemblance to the 'Stars and Stripe' of United States. The nine stripes on the flag of Uruguay stand for the nine counties which were there during the time of independence. The color blue and white on the flag are similar to that of the flag of Argentina.

Important information:

Uruguay is a small Spanish speaking

country. The supporters will mostly be male between the ages 18 – 35. By nature they enjoy adventure, extreme sports, cultural experiences and eco – tourism. Uruguayans are known for late partying Dinner might only start from 22:00. They mostly drink Whiskey and enjoy red meat.

Although the supporters may not follow the team back to Kimberley every time, the media will most definitely accompany the team wherever they go.

Uruguayans are very price sensitive and will rather spend money on the experience rather than goods. It is therefore important that we make our

guests feel welcome. All stores are encouraged to participate in Football Friday – soccer jerseys on Fridays. Where possible, staff should try to take Spanish classes to learn the basic Spanish words.

Hola – Halo

Gracias – Thank You

The 50 day countdown will also be hosted in Kimberley on 21 April 2010!!! This will definitely increase the foot traffic in Kimberley significantly.

The official kick off of the Soccer World Cup will be on 11 June 2010.

WHAT'S ON FEB 2010

BRIDAL SHOW

29 April – 1 May

MOTHER'S DAY

9 May

SANDF DAY

15 May

MISS SPONTAAN COMPETITION

21 May at 16:30

TOURISM AWARENESS WEEK

24 – 30 May

"THE AWARD GOES TO..."

DFA had their annual reader's choice competition. Readers had the chance to vote for the best service providers. We would like to congratulate all the winners & runner-ups for their achievements.

1. BEST OUTDOOR/CAMPING SHOP:

Winner: Trappers

Runner-up: Cape Union Mart

2. BEST SHOE STORE:

Winner: Shoe City

3. BEST TOY STORE:

Runner-up: Crazy Store

4. BEST GIFT SHOP:

Runner-up: Cardies

5. BEST BREAKFAST/ DESSERT MENU:

Winner: Wimpy

6. BEST SHOPPING CENTRE:

Winner: Diamond Pavilion

Mall

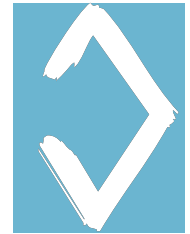
7. BEST COFFEE SHOP:

Winner: Mugg & Bean

8. BEST CAMERA/PHOTO STORE:

Winner: Kodak

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TENANCY

- Fruit & Veg City Food Lovers Market is currently shop fitting and is expected to open during the first two weeks of May 2010.
- BT Games will commence shop fitting on the 1st of May in ex Rage premises next to Exclusive Books. The expected trading date is scheduled for 1 June 2010.

STORE ROOM TO RENT

There are store rooms available for renting. For further information

assessment feedback and we have pleasure in confirming that not only has she been found competent, but she has exceeded the standard requirements with regards to this qualification. We congratulate her on this outstanding achievement.

SERVICE COMPLIMENTS

Incredible Connection

Romans Pizza would like to thank Incredible Connection's staff in particular Neil for his brilliant service and assistance!!!

The Security has once again received a letter complimenting them for outstanding service.

Dear Sir,

I am a customer at this shopping centre and just want to let you know the staff that is working at the Main entrance of the shop is very good.

I take my friend in a wheelchair there and especially BRIAN ABDOL is very well mannered, helpful and friendly. He set the right example and I just want you to know that I am very grateful for all his help. Nehemia Fitzgerald is also very kind.

Please let them know how grateful the public are for their kind help!!

Greetings,

Magda Olwage

REMINDERS TO TENANTS

- Kindly note that no staff training will be allowed during trading hours.
- Tenants are allowed two hours only, out of trading, for stock taking purposes.
- On request of the Marketing committee we appeal to all tenants not to engage in negative publicity with the local media regarding matters concerning Diamond Pavilion shopping mall. This kind of publicity is sensation driven and in most instances not factual and may have an adverse affect on all tenants of the Mall.
- Please keep your windows clean – and a big thank you to the tenants who does this so diligently
- All tenants are encouraged to liaise with their zone Marketing Committee representatives regarding marketing ideas and comments.



Incredible Connection Team

please contact the centre manager, Benita Valkenborgh – 053 832 9200

ACHIEVEMENTS

In terms of the new Estate Agency Affairs Act which was passed on 15 July 2008 all Estate Agents are obliged to acquire the qualification: FETC Real Estate SAQA59097.NQF4 before or on 31 December 2011.

Our Centre Manager, Benita Valkenborgh has received her

Security

