

New COO for Primedia Unlimited

Grant Willemse has joined Primedia Unlimited in the position of COO, the company announced today, Monday, 14 May 2007. Reporting to CEO, Ken Varejes, Willemse will be responsible for all operational elements of the business and will assist Varejes maintain the rapid growth of the media companies in Primedia Unlimited.



Grant Willemse, newly appointed COO of Primedia Unlimited

In addition to the strong financial and logistics elements of his duties, Willemse brings with him proven creative skills that will be in demand.

Launched two and a half years ago with the objective of acquiring, and developing new and innovative sectors of the media industry, Primedia Unlimited has grown exponentially and now incorporates 10 complementary and scalable media companies. The Primedia Unlimited companies include: Primall Media; Wideopen Platform, The Letter Corporation, Icon Media, Mamba Media, Forecourt Media, Primestars, X/Procure®, Primedia Lifestyle and a Middle East operation based in Dubai.

Willemse, a qualified CA, is no stranger to the media and advertising environment. Having cut his media teeth as financial manager for then SABC's money spinner, TV1, Willemse opted to broaden his experience in the advertising agency arena in both South Africa and Australia. For the past 10 years, he has been based in Johannesburg as group FD at Saatchi & Saatchi.

Says Willemse: "I have watched Primedia Unlimited's incredible growth, both organic and through acquisitions, with great interest and the prospect of playing an integral role in the future of such a dynamic and innovative organisation enthralled me. I see it as a huge challenge, but one that truly excites me."

Varejes is equally positive about Willemse's appointment. "Besides his financial skills, understanding of the media industry, and sound business acumen, Grant has a creative energy that fits well with the Primedia Unlimited philosophy. Grant's skills add a new and vital dimension to Primedia Unlimited as we move into our next growth phase."