

## Latest Empowerdex rating for Primedia Outdoor

Primedia Outdoor was recently rated as a BBB Level Five Contributor by Empowerdex, an independent economic empowerment rating agency, receiving 80% procurement recognition. The outdoor specialist improved its 2007 rating for Employment Equity from a D to a B, and its Black Management rating from a C to an A. Primedia Outdoor also maintained its A level CSI status, scoring five out of five in the category for its Tswelopele project. "Tswelopele is a dynamic initiative that creates jobs and empowers previously disadvantaged women through the recycling of Primedia Outdoor's billboard flex faces into a range of sophisticated products," explains S'khumbuzo Nkosi, Primedia Outdoor CEO. "We are proud to be able to make such a significant difference in our community!"

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