

**Consumer event at Levittown Walmart highlights success and impact of long-term partnership
US: Walmart, South Africa Citrus Growers celebrate benefits of export program**

In celebration of a long-term relationship that brings delicious South African Citrus to U.S. consumers, Walmart has kicked off a week-long celebration of South Africa for consumers at Walmart stores throughout the northeast region. Walmart executives and leaders of South Africa's Western Cape Citrus Producers Forum (WCCPF) are hosting consumers to a "Taste of South Africa" beginning Friday, October 12, at the Walmart Supercenter, Levittown, Pa.



Pictured from left: Ms. Maria Alo-Villareal, Export Marketing Manager, South Africa Consulate, New York; Mr. Daniel Kolbach, Financial Controller, AMC Direct; Casey Kio, National Accounts Manager, AMC Direct; Mr. Miles Fraser-Jones, Vice President of Operations, AMC Direct; Mr. Gingqi; Ms. Claire Bruno, Walmart's Regional General Manager; and Ms. Suhanra Conradie, CEO, Western Cape Citrus Producers Forum.

"Walmart is among the largest importers of South African Summer Citrus to the U.S.," said Ms. Suhanra Conradie, CEO of the Western Cape Citrus Producers Forum, the consortium of about 350 South African growers approved to export citrus to the U.S. "With its wide retail reach, consumers in the U.S. have access to healthy and delicious citrus at a time when domestic citrus is unavailable." South Africa is the second largest exporter of citrus in the world and has exported to the US since 1999. (www.summercitrus.com)



Mr. Allan McWethy (left), manager of the Walmart Supercenter, Levittown, Pa., and Mr. Gugulethu Gingqi, Consul for Trade Affairs, South African Consulate, New York, greeted consumers and guests at "Taste of South Africa" event.

"We thank and applaud Walmart for their tremendous support of our export program," said Ms. Conradie. "Walmart shoppers enjoy the full array of South African Summer Citrus, beginning in June with clementines, continuing with Navels in the mid-summer months, and ending the season through October with Midknights."



Ms. Suhanra Conradie, CEO of the South Africa Western Cape Citrus Producers Forum (WCCPF).

The promotion is part of a week-long celebration and includes special promotions and samplings of South African oranges at 32 stores throughout the east coast. Details on locations and dates can be found at www.WalmartPhiladelphia.com. The celebration highlights Walmart's ongoing commitment to global responsibility, an emphasis on providing healthy, affordable food to consumers, and continued efforts to improve the lives of workers throughout its supply chain.

The Taste of South Africa kickoff event at the Levittown store featured remarks by Mr. Gugulethu Gingqi, Consul for Trade Affairs, South African Consulate, New York. In addition, the celebration included traditional South African music by Johannesburg-raised South African singer Christine Vaindiris and her band as well as samples of South African oranges and a variety of giveaways for shoppers.

Through Walmart's "Live Better" initiatives, the company is committed to providing healthy, affordable food to consumers. The company has a long-term partnership with WCCPF, which is committed to meeting and exceeding all regulatory standards required for products to enter the U.S., and providing a safe, steady supply of the world's highest quality citrus products.

Mr. Don Fox, Walmart's Director of Global Food Sourcing.

"Our relationship with South African Citrus has helped further our efforts to provide an affordable supply of healthy, safe food choices to our customers," said Don Fox, Director of Global Food Sourcing for Walmart Stores. "We count on the reliability and safety of the products we receive from South Africa and we value the growers' and suppliers' commitment to exceed the rigorous standards we set. This partnership has given us confidence that we can always provide the highest quality summer citrus to our shoppers."

The citrus export program is one example of the support Walmart provides to numerous economic programs and emerging industries in South Africa, said Mr. Gingqi.



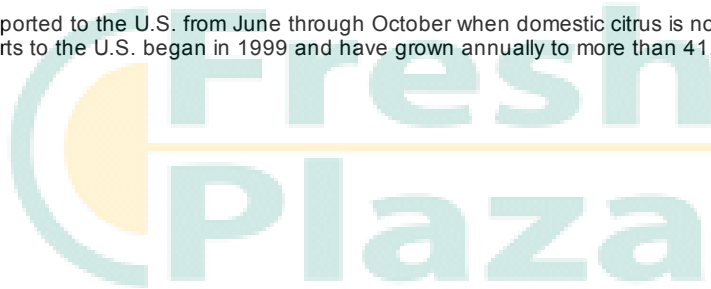


Walmart Supercenter customers enjoyed samplings of citrus, traditional South African music and a variety of giveaways at the "Taste of South Africa" event.

"The value of this export program to other emerging industries in South Africa is extremely important to South Africa's economic future," Mr. Gingqi said. "This partnership is a prime example of the benefits of AGOA (African Growth and Opportunity Act), and the successful efforts of our import and retail partners. We appreciate the opportunities that Walmart continues to provide for South African products to enter U.S. markets."

South African Summer Citrus is exported to the U.S. from June through October when domestic citrus is not available. South Africa citrus exports to the U.S. began in 1999 and have grown annually to more than 41,000 tons.

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