

P O Box 26374,
Gaborone, Botswana
Unit 35, Kgale Mews,
Gaborone, Botswana.
T: +267 392 3579
F: +267 392 3506

PRESS RELEASE

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It is official, Batswana can be best!

- **Hotwire does more Annual Reports than any other Consultancy in Botswana**
- **Investor relations work spanning SADC**
- **100% citizen owned, run and youth operated**
- **Leader in Public Relations in Botswana**

The final nail in the coffin of those that do not believe that locally owned, youth run and operated businesses can take on the world's best and come out on top has been finally hammered in!

This was demonstrated by the coveted Best Design for 2008 going to local company, Hotwire PRC, at the annual PriceWaterhouseCoopers Annual Report awards for its copy, design and publishing work of amongst others Botswana Insurance Holdings Limited, WUC and BTA who all won awards for their respective reports.

“We are extremely pleased with this accolade, particularly of those given to our clients,” said MD of Hotwire PRC Kabelo Binns, “against some very tough competition we are honoured to be able to say, with pride, truly Botswana made!”

Hotwire Public Relations Consultancy (HPRC) has a long string of firsts. Botswana's first Public Relations Consultancy, first consultancy in this sector to export its services to other African states and shortly first to open offices in Francistown thus becoming Botswana's only National agency.

“The awards are designed to encourage best practice in financial reporting to improve the levels of corporate governance in Botswana. PWC and BOCCIM must be commended for this initiative. A major component of corporate governance is clear and concise communications. This is the space that HPRC fills for Governments, Parastatals and private sector organisations in Botswana and beyond,” explained Binns. “HPRC has been privileged enough to work on some extraordinary projects with some extraordinary success. This is thanks to our incredible and highly dedicated team”.

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About Hotwire:

www.hotwireprc.com

The Agency – we have ignited hot relationships from day one

- Owner operated
- 100% Botswana citizen owned
- Principle with over 13yrs industry experience (corporate and consulting). Chartered PR Practitioner (PRISA and IPR)
- All HODs have at least 5yrs Experience in the Botswana market
Current team has 17 members
- Hotwire set up in 2005
- “Fastest growing PR and Media agency” - Labologa Magazine 2007
- **Only fully functional Public Relations Agency in Botswana.** And First to have presence outside of Botswana (RSA, Uganda, Zimbabwe and soon Zambia)

The Alliances - we may be small but we have big friends!

- Africa Practice gives access to international best practice in Public Relations, media intelligence, training and political affairs
- Octagon supports our activation and eventing capability
- Troika are writing specialists that support our training and financial reporting



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