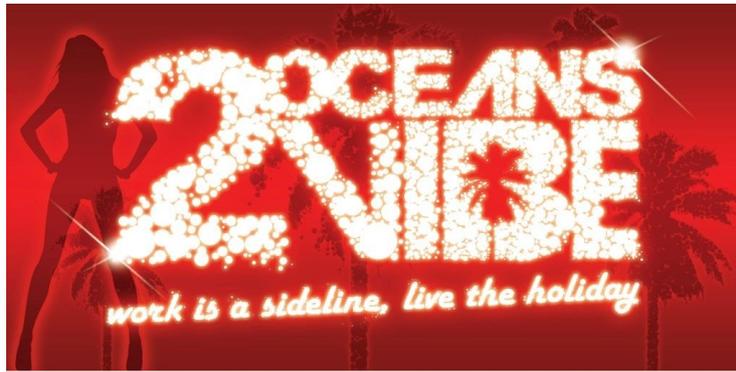


2 OCEANS
2 VIBE

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As one of South Africa's most celebrated online media companies, 2oceansvibe.com delivers 'worthwhile' news to an audience of up to 225,000 unique readers (100,000 average) a month, with 15,000 Twitter followers and some 1 million page impressions a quarter.

According to Nielsen, the majority of this audience reading "news people really talk about" is made up of 20-40 year old LSM 10s, with 70% earning R20k a month and 40% earning over R40k a month. 25% are from Johannesburg and 40% are female.

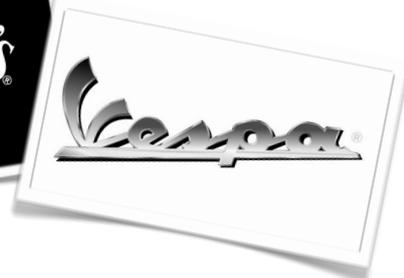


2oceansvibe's celebrity fans are testament to the **informed, upwardly-mobile** nature of the readers. They're opinion leaders and decision makers; people with degrees, twitter accounts and blogs. Our higher profile ambassadors and longtime supporters/evangelists buying into the "**irreverent yet relevant**" tone of this online publication include the likes of John Smit, Jeannie D, Liezel van der Westhuizen, Jordy Becker, Joanne Strauss, Ard Matthews, Goldfish Smith, Bob Skinstad, Natalie and Jack Parow.



News and opinion on 50% local / 50% international topics is delivered in an intelligent, non-patronising way - courtesy of 10 writers and columnists based throughout South Africa.

Renowned for turning away unsuitable sponsors and advertisers, 2oceansvibe's long-term established partners include MINI, Vespa, Boschendal, Puma, Corona, De Grendal, Cape Royale Hotel, Sunglasses Hut, Jack Daniels, vida e, Butlers pizza and Digicape Apple Mac.





With its first birthday in August of 2011, SA's #1 online radio station had much to celebrate. With a total audience of 35,000 people (which includes over 25,000 downloads of the mobile streaming app) and **ex-5FM jock IanF** handling the breakfast show from 7am live out of Johannesburg (from Melrose Arch, switching over to Cape Town studios at 10am), 2oceansvibe Radio is bringing back the forgotten pastime of listening to radio at home and at work. The only place they do listen to FM is in their cars. Guess why that is?

"Given the choice, people don't want to listen to the content delivered on traditional local FM radio."



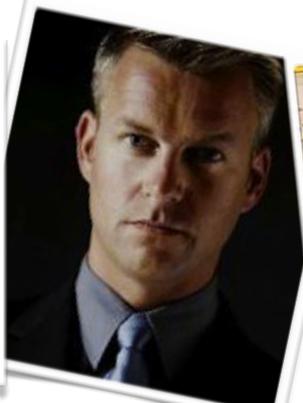
Not that the drivers on the road should not be liberated! Our alliances with the likes of MINI and Market Toyota have helped us distribute over 5,000 free 'Car Kits' - which contain the cable needed to play through the car's sound system (AUX jack), from your iPhone/Blackberry/Android.

With an audience *choosing* to listen to radio for the first time, it is no surprise that quality, **forward-thinking brands** have aligned with 2oceansvibe radio - successfully targeting this niche **pre-qualified captive audience**. We are proud to be working with some of the biggest international brands, including Samsung, Groupon, Jack Daniels and Investec.

2oceansvibe's 7am - 10pm live programming schedule is manned by some of SA's highest profile TV and entertainment industry names, including the likes of Graeme Joffe, Colin Moss, Mark Bayly, Natalie Becker, Rob van Vuuren, Rich Hardiman, Lindsay Williams and IanF.



Previous guests and visitors have included Helen Zille, MC Hammer, Pablo Francisco, John Smit, The Beach Boys, Chuck D and Usain Bolt.





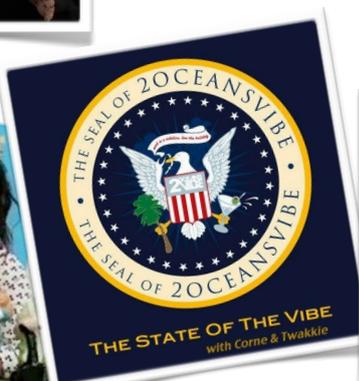
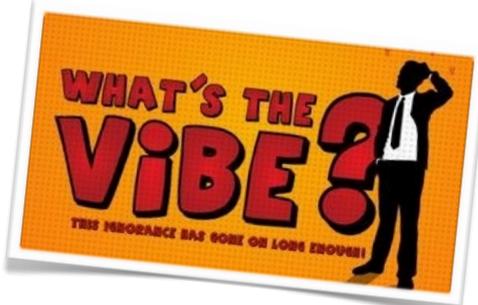
With the growing trend of people choosing uncapped high-speed broadband over satellite TV subscriptions, 2oceansvibe TV aims to deliver **original, intelligent, quality online programming** - by way of daily 3-5 minute shows covering a variety of topics. Available in HD, new episodes for each show will be published every week on a specific day, at a specific time. Past episodes for that show/series will be available on that show's page for on-demand viewing - much like YouTube.

Select episodes will also be played on the 2oceansvibe TV screens, found in the back of the **Rikkis London taxis** throughout Cape Town. 20 minutes of content will be looped continuously on these screens and updated weekly, allowing brands (show sponsors and 15-30sec commercials) further exposure to Rikkis customers (up to 30,000/month with an average journey of 15mins).

Apart from the bouquet of topical shows, such as Rugby Vibe, Food Vibe, Tech Vibe, Showbiz Vibe, Gym Vibe and Fashion Vibe, another flagship show "What's The Vibe?" (Wednesday's at 12pm) is

proving very popular. Hosted by financial guru and business larrikin Lindsay Williams, What's The Vibe aims to unravel complex news stories in under 5 minutes. Filmed using hi-tech green screen with clever dialogue and entertaining overlay, previous topics have included the Rupert Murdoch News International scandal, as well as The US Debt Crisis.

Pre-Roll advertising is also available to prospective advertisers.



Contact justin@2oceansvibemedia.com
to put together something that works for
your brand and budget.



www.2oceansvibemedia.com