

## Testimonial for Ria Smith

8 June 2015

To whom it may concern

I have worked with Ria over the past 3 years.

During this time she headed up the marketing and general management of our Local News websites. This was a job she performed mostly beyond my expectations and consistently received appraisal ratings where her performance exceeded requirements.

More recently Ria organised and managed our national digital conference and our annual News division awards event.

Ria also managed Media24's Cape Town marathon contract. This included managing the relationship with the organisers, managing the Media24 water point and ensuring that our brand received maximum exposure at the event.

She managed these events with minimal fuss and once delivered way beyond my expectations to the point where a number of attendees commented that these were amongst the best events they've ever attended.

It has been a pleasure and privilege to work with Ria and I have no hesitation in recommending her for roles in either general marketing or in event management.

Sincerely

A handwritten signature in black ink, reading 'Ishmet Davidson'. The signature is fluid and cursive, with the first name 'Ishmet' and the last name 'Davidson' clearly distinguishable.

**Ishmet Davidson**

**GM Media24 News**