

**CONVERGENCE PARTNERS EXPANDS ITS DIGITAL MEDIA
INVESTMENT BASE**

**Convergence Partners increases exposure in digital media market; takes 25.55%
stake in South African online gaming business SkillPod Media**

9 September 2008 - Convergence Partners Investments, a Black Economic Empowerment investment company focusing on the Technology, Media and Telecommunications sector, today announced that it had taken a 25.55% stake in SkillPod Media (SkillPod), a pioneering South African online casual gaming company.

Established in 2003 by Mark van Diggelen, SkillPod began developing a dynamic proprietary content management system for online games. Over the past five years, the company entrenched itself as a major player in the South African market whilst concentrating on developing world-class supporting systems. A major differentiator for SkillPod is their ownership of the games' source code that they purchase thereby allowing them to create a turnkey solution for clients including branding and customisation. This has seen them successfully develop games to support marketing campaigns for a number of well-known brands including OUTsurance, KTV and Golf Digest.

The transaction will see SkillPod issue new shares resulting in Convergence Partners owning 25.55% of SkillPod while the existing shareholders, Mark van Diggelen and Brabys Media Holdings, will jointly own the remaining 74.45%. Brabys is a long-established specialist business directory publisher and owner of brabys.com and Ananzi.com.

The money raised through the deal will be utilised to expand internationally, enhance the content, and roll-out the platform to tap into the fast-growing global casual gaming and mobile content market. Internationally, SkillPod already has a presence in India, USA and Canada and plans to expand in eastern European countries, Russia, China as well as increase its reach into North and South America.

Commenting on the deal, Andile Ngcaba, Convergence Partners' Chairman, said: ***"This investment enhances our exposure to the digital media market but also demonstrates the synergies which are materialising across our portfolio of investments. Online casual gaming is a sector that has experienced tremendous growth in the recent past and we believe that there are exciting convergence opportunities to be unlocked between the online and mobile content space in which we are already invested."***

Convergence Partners has a particular interest in recent Web 2.0 developments and advertising-led online and mobile content. SkillPod has proven capabilities in the online, multi-player gaming environment with strong social networking features and working models to embed advertising into gaming offerings.

"International research shows that media consumption patterns are changing with gaming increasing its share dramatically and not only with so-called 'new generation' users", concluded Ngcaba.

Through Convergence Partners, SkillPod will be exploring offerings and cross-selling opportunities with other companies in the Convergence Partners portfolio, specifically those with interests in digital content and online platforms.

Commenting on the deal, Mark van Diggelen, CEO of SkillPod Media said: ***"We are pleased to have found a strategic partner with a proven track-record, in-depth sector knowledge and the ability to provide us with the necessary support to carry out our growth plans.***

"We look forward to working with Convergence Partners as we entrench ourselves as market leaders locally and abroad."

ENDS

ENQUIRIES

Convergence Partners +27 (0) 11 550 5320

Brandon Doyle (CEO) +27 (0) 83 383 7373

SkillPod Media 08611 MEDIA (63342)

Mark van Diggelen (CEO) +27 (0) 83 441 1082

Brabys Media Holdings

Mala Augustine +27 (0) 31 717 4212

College Hill +27 (0) 11 447 3030

Frédéric Cornet +27 (0) 83 307 8286

Nandile Ngubentombi +27 (0) 82 825 8004

NOTES TO EDITORS

Convergence Partners

Convergence Partners is an investment company focusing on the Telecommunications, Media and Technology (TMT) sector. It was created and led by Andile Ngcaba who has formed a team of varied skilled individuals within the business.

Convergence Partners' investment philosophy is to take meaningful equity stakes in quality companies within its chosen sector, and act as both a strategic, value-adding active investor as well as BEE partner over a long-term period.

Current direct investments include Telkom, Dimension Data Middle East and Africa, Britehouse (an investment holding company into Paracon, 3Fifteen, Pebble Tree and Auto-mate), Gemalto South Africa, Inala, Nedbank (Eyethu Scheme), Communication Solutions, SEACOM and Integrat.

www.convergencepartners.co.za

SkillPod Media

SkillPod is a new media company focused on the customisation and delivery of online casual games to the advertising, traditional and online media industry. 'Casual games' are easy to learn, addictive and quick to play.

SkillPod buys games and their source codes from developers globally and then customises them to meet the clients' requirements. Their dominant position in the local and international market is the result of its proprietary online gaming platform and ability to 'white-label' versions of its own games to third party publishers and website operators. This is particularly relevant for the in-game advertising ("Advergaming") market.

Advergaming is the promotion of a product within the graphic content of the game itself. SkillPod's model is ideal to take advantage of the global trend to shift from using traditional pop-up ads, often irritating users or blocked by web browsers, to engaging with customers and building online brand-awareness through casual gaming. This approach is important for advertisers trying to find new ways to target certain groups that cannot be reached through traditional media channels such as TV, radio and magazines.

www.skillpodmedia.com

Brabys Media Holdings

Brabys Media Holdings comprises the combined entities of Associated Industries (Pty) Ltd and AC Braby (Pty) Ltd, both long established businesses pre-eminent in their respective fields, which historically were paper-based advertising products including business directories.

The Group has evolved into a specialised advertising media business which includes online entities including Ananzi, Brabys.Com, Brabys Online Maps and Funnel Searches.

Brabys owns substantial business data resources including the supporting data for its SADC business directory, which has huge strategic potential for the business development of the entire Southern African region. Accordingly data services has become a significant area of concentration for Brabys.

www.brabys.com