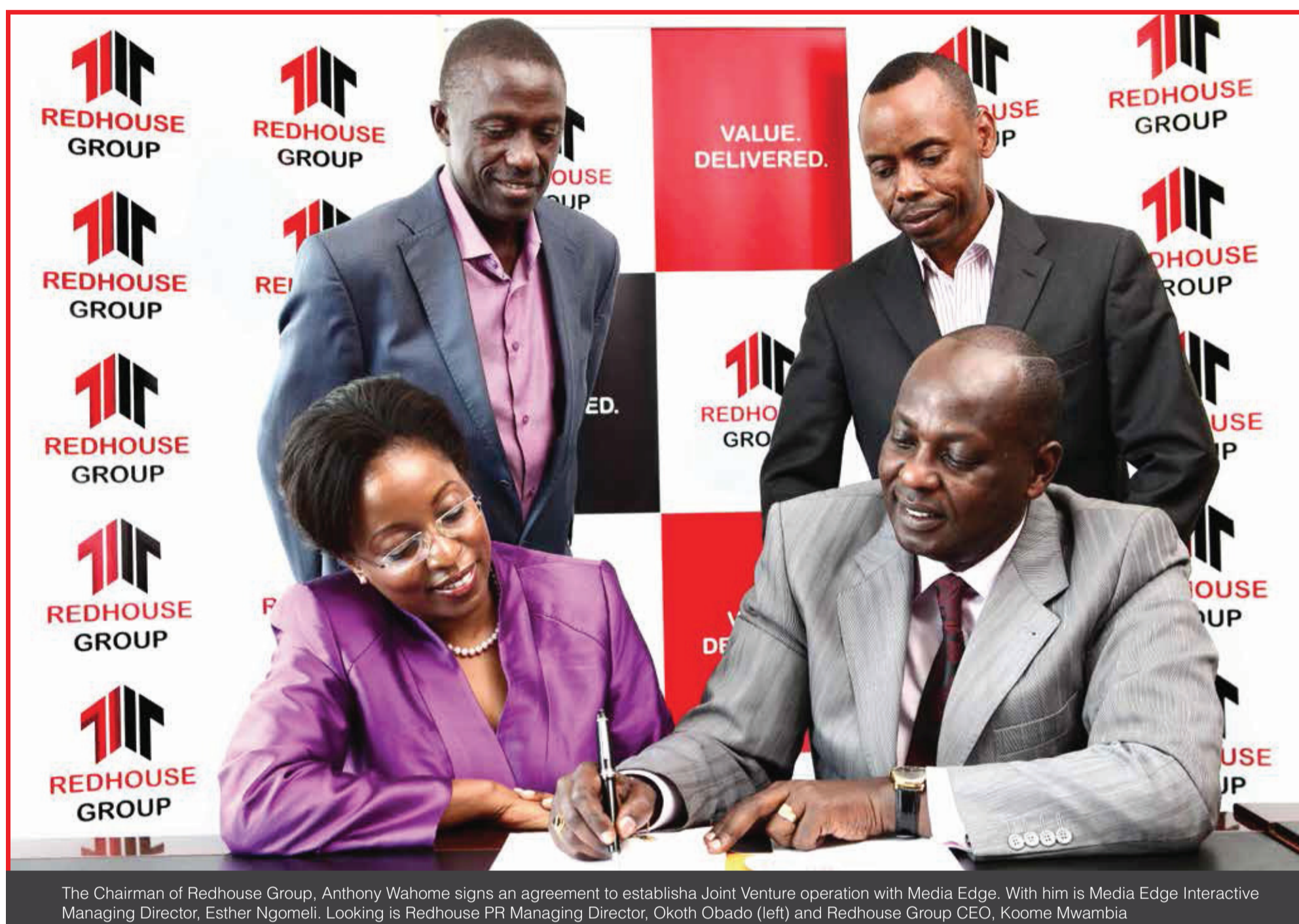


New marketing services group formed

Redhouse Group has announced the setting up of startups and JVs with existing firms to scale up and grow footprint



The Chairman of Redhouse Group, Anthony Wahome signs an agreement to establish a Joint Venture operation with Media Edge. With him is Media Edge Interactive Managing Director, Esther Ngomeli. Looking is Redhouse PR Managing Director, Okoth Obado (left) and Redhouse Group CEO, Koome Mwambia

A new local integrated marketing communication firm, Redhouse Group Limited has announced its entry into the Kenyan market. The Group which is the brainchild of local investors with its sights into the local Integrated Marketing Communication (IMC) category has together with a private equity fund set aside US \$ 3m dollars to specifically develop and rollout an IMC footprint and capability within Kenya with an additional 2 \$ m dollars for the larger East African region initially targeting Uganda and Tanzania.

Making the announcement in Nairobi today, Redhouse Group Chairman Anthony Wahome Githinji said the rollout plan was anchored on a robust, 2-pronged model that infuses the setting up of fresh startups driven and managed by experienced and knowledgeable IMC practitioners together with acquisitions in existing medium-size, professionally run and profitable integrated marketing communication outfits.

Redhouse Group is venturing into the market with six operating subsidiary companies that underpins its stated intent of infusing Startups with Joint Ventures with existing entities that have demonstrated commercial traction.

As a first step towards rolling out of its Kenya operations, Mr. Wahome announced the group's setting up of launch agency Redhouse Public Relations which kicked off its operations from 1st August 2012 and tapped the services of Okoth Obado, the immediate former Managing Director of Ogilvy Public Relations to spear head its entry into the market. Mr. Wahome said that Obado's coming on board as the Managing Director of Redhouse PR had set a new trend in the market since he will also be a shareholder through a well-structured equity participation in the business. "As investors, we want to bet on tested and tried professionals and ensure that beyond the traditional attractive perks, our senior talent drive their business units informed by the burden for results and anchored on long term commitment to service client business and grow the bottom line", said Wahome. With the launch of the group's start up agency, Mr. Wahome said that Redhouse Group was now embarking on the roll out its next set of business divisions - Redhouse Advertising and Redhouse Media by end of September 2012.

At the same time, He revealed that Redhouse Group had entered into a joint venture with local Integrated Marketing Communications firm, Media Edge Group, which includes Media Edge Interactive Limited, Media Edge Public Relations Limited and Reledge Productions Limited. The transaction which includes a majority equity deal will see its completion closed upon approvals by the relevant authorities. Apart from the joint venture with Media Edge, Mr. Wahome added that Red House Group had been engaged in active discussions with 3 global network

conglomerates since June 2012 and would be making an announcement soon on which partner they would pick to help enhance the Groups' footprint as well as tap into their intellectual property, culture and best practice.

Media Edge Interactive Managing Director, Esther Ngomeli, welcomed the joint venture with Redhouse Group terming it a "win-win" deal that would provide scale and muscle for pursuing a national and regional ambition. "I am very delighted with the prospects that the new joint venture with Redhouse presents to us as a group, especially the opportunity to scale up our operations together and be part of a global network and practice", said Ngomeli.

Mr. Wahome also announced that the group's board had appointed Mr. Koome Mwambia as Chief Executive Officer and Mr. Kenneth Kyaka as Strategic Planning Director. Both Mwambia and Kyaka previously held similar positions at Ogilvy Kenya Group. Following the new joint venture with Redhouse Group, Esther Ngomeli retains her position as Managing Director of Media Edge Interactive with Alfred Nganga as General Manager of Media Edge Public Relations.

Mr. Wahome said that with this announcement, all the operations of the six subsidiary firms that make up Redhouse Group – Media Edge Interactive, Media Edge PR, Real Edge Productions alongside Redhouse Advertising, Redhouse PR and Redhouse Media – will be consolidated from their separate addresses into a new head office campus currently under development at the ultra-modern 14 Riverside Park office complex.

For further press information, please contact:-

Alfred Ng'ang'a / Sylviah Luseno
Media Edge PR
E-mail: alfred@mediaedgegroup.com;
sylviah@mediaedgegroup.com.