

Patrick Jearey
Box 241
Kokstad
4700
073 210 4939
27 March 2002

To whom it may concern:

Dear Sir/Madam,

In 1996/1997, I was the Human Resource Manager for the Mr. Price clothing chain and since 1998 until the present time I consult for them on a monthly basis.

During 1996 I was given the responsibility of pioneering an in house satellite radio and T.V. station. The satellite T.V. programme was the first of its kind in the Southern hemisphere. This project was worked on with the help of Didata and Sentech.

Needless to say, we encountered many difficulties and Mrs. Alexis Follett-Smith was enlisted to do the script writing and help us produce these programmes.

The purpose of the programmes was first a means of communication to the employees situated in about 300 stores and within that , the vision, values and information pertaining to our people, product, promotions, training, etc, was given in training videos and an actuality programme.

Alexis Follett-Smith was largely responsible for the excellence of these productions. She mastered the ethos and much of the detail of the business in such a way that she could communicate with clarity and in a most lively and interesting way this relevant information and instruction through television.

I heartily commend her as a wholesome team player in any organisation.

Yours faithfully,



Patrick Jearey.