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CGF ENDORSES ADVENTUROUS AFRICAN SAFARI BOARD GAME – LESSONS IN GOVERNANCE

CGF Research Institute (Pty) Ltd ('CGF') is proud to announce its endorsement of the newly released, family **Safari Board Game** which was developed by Adventure African Safari entrepreneur, Larry Botes, supported by WESSA (the Wildlife and Environment Society of South Africa), including various professional game rangers and environmental specialists in South Africa. We are truly excited about this product, most particularly because the Safari Board Game supports a number of sound governance principles.

Besides the fact that a percentage of all the sales of the board game will go to WESSA, being a part of Adventure African Safari's corporate social responsibility, importantly, all the components and materials used to manufacture the board game have been tested by the SABS (South African Bureau of Standards) and are environmentally friendly and safe. Because the product has been entirely manufactured in South Africa and has created local job opportunities, it also carries the Proudly South African stamp of approval. These are some of the main reasons behind CGF's decision to endorse the product which will soon be launched in the national retail stores across South Africa, and hopefully also abroad.

The board game essentially allows the players to act as 'tourists', each of whom take an 'Out of Africa Safari' journey through Southern Africa, discovering the continent's biodiversity richness, while they are managed and financially controlled by one selected player who is appointed as the 'game ranger'.

Players taking this 'Out of Africa Safari' get to discover the greatest asset we have in Southern Africa, namely our precious wildlife and our splendid countryside with its incredible beauty and diverse attractions. Expectedly, whilst there is a large element of fun and excitement attached to the game, players are continually 'educated' about the biodiversity richness found on the Southern African continent. Players are challenged to think how to make contributions toward a 'greener environment', all in an effort to preserve and sustain our planet for future generations. Besides the almost 200 eco challenges already built in the board game, what differentiates this board game even further is the additional question cards one is able to purchase every twelve months, keeping the game and its players constantly updated on environmental issues.



CGF Research Institute endorses this product,
which supports the values of Sound Governance & Biodiversity

Thanks to WESSA and the environmental specialist -- Dr June Meeuwis -- this board game is also perfectly positioned as an ideal and meaningful corporate gift which organisations can provide to their employees, clients and suppliers; this all being in a concerted effort to inform their respective constituents regarding the organisation's commitment to protecting and preserving the environment. Of course, these are some of the fundamental principles which underpin sound corporate governance principles and which must be reported in the organisation's annual integrated reporting.

MEDIA RELEASE

The Safari Board Game caters for children from eight years of age upwards, challenging them with questions and answers to see just how smart they are as 'tourists'. For adults, the challenges are far greater and the lessons learnt from the board game can most certainly be applied within the workplace.

Indeed, we expect this board game will not only become a "must have" and attraction in South Africa, but that it will also greatly support the image South Africa wants to maintain as a tourism destination for foreigners and their much needed foreign investments.

As a value-added reseller of the **Safari Board Game**, all businesses are welcome to contact CGF directly should they be interested to purchase this board game in bulk orders for their employees, clients and suppliers. Whilst the recommended retail price of the product is R450.00 ex 14% VAT, any orders placed with CGF in excess of 50 units will receive discounts between ten and twelve percent.

About WESSA

The Wildlife and Environment Society of South Africa (WESSA) is a truly South African non-government organisation with a proud history in our country. For over 85 years WESSA has proactively engaged with the challenges and opportunities presented by South Africa's unique natural heritage and the social and economic systems that depend on it. As a membership-based organisation, WESSA have sought to encourage and generate individual and community action and to build capacity for conservation and sustainable development in a broad cross-section of South African society. WESSA works to ensure environmental sustainability for current and future South African generations. WESSA focus on the sustainable and equitable management of our natural resource base by building society's environmental sensitivity and competence by calling to, and working with, communities and individuals to move from current to more sustainable action. WESSA's mission to implement high impact environmental and conservation projects which promote public participation in caring for the Earth is expressed in the diverse and dynamic collaborative partnerships that WESSA creates to enable its work. Working within the vital sectors of water, biodiversity, energy and waste, WESSA is a preferred project implementer nationally, regionally and internationally.

About CGF Research Institute (Pty) Ltd

CGF is a Proudly South African company that specialises in conducting desktop research on Governance, Risk and Compliance (GRC) related topics. The company has developed numerous products that cover GRC reports designed to create a high-level awareness and understanding of issues impacting a CEO through to all employees of the organisation.

Through CGF's strategic partners -- supported by our Corporate Patrons *Rifle-shot Performance Holdings and DQS South Africa* -- our capabilities extend to GRC management consulting, executive placements, executive mentoring, company secretariat and the facilitation of Corporate Governance and Risk Awareness workshops. To find out more about CGF, our patrons and our associated services, please access www.cgf.co.za or www.corporate-governance.co.za

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