

# Dan Moyane appointed executive chairman Primedia Broadcasting

Keith Giemre, outgoing Executive Chairman Primedia Broadcasting announced today that his Deputy, Dan Moyane, has been appointed Executive Chairman of Primedia Broadcasting.

One year ago, Primedia Limited earmarked Dan to be Keith Giemre's successor once Dan had completed an intensive, specifically structured mentorship program, both locally and internationally.

Says Primedia Limited Chief Executive Officer, William Kirsh: "We have always had great faith in Dan who brings with him in-depth knowledge of radio, excellent leadership qualities, and an astute business acumen - my colleagues and I congratulate him on his appointment, and welcome his contributions. It has been wonderful to see him grow from an on-air talent to Station Manager of 702 to his current position. As regards Keith, we thank him sincerely for the many years of excellent service to Primedia Broadcasting and we are very fortunate in retaining Keith to the Group, who will join the Primedia executive team in an operating capacity."

Keith Giemre adds, "Dan has already taken accountability for Primedia Broadcasting's strategy into the new fiscal year commencing 1st July 2002, and it is fitting he takes over from me on that date. I look forward to Primedia Broadcasting's continued growth as I will remain a non-executive director and advisor."

Paul Nkuna, Chairman of Primedia Ltd welcomes and congratulates Dan Moyane on his appointment as Executive Chairman, adding that his input to Primedia Broadcasting has already proven invaluable and will grow exponentially. Furthermore he added, "the appointment of Dan as Chairman further underscores Primedia's ongoing commitment to transformation; during his tenure as Deputy Chairman he proved to be a very capable and highly intelligent leader able to take Primedia Broadcasting to its next level of growth and development. I congratulate, and welcome, Dan's 'arrival'."

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