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22 Eland Street  
Koedoespoort  
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16 July 2018

## TO WHOM IT MAY CONCERN

Good day

I am the Local Store Marketing Manager for Mabilo Investments Pty. Ltd., trading as KFC. I am writing to recommend making use of TUKS FM as part of a company's marketing strategy.

The TUKS FM radio station is a very important platform for news and entertainment specifically aimed at students and young workers. The station has been in existence since 1981, and continuously thrives as a professionally run student radio station that draws thousands of listeners due its content that is relevant and entertainment value.

As a Marketing Manager, when looking at aiming messaging at this target market, including TUKS FM as one of our communication channels has proven time and again essential in driving the message and ensuring maximum awareness of our products and services.

Not only is the team at TUKS FM highly professional, they also are easy to work with, continuously advising on best practices when it comes to talking to students and young adults. TUKS FM also has great interaction with their listeners on social media, enhancing the marketing message even further in a way that is relevant to the target market.

Please feel free to contact me if you have any further questions.

Kind regards,

A handwritten signature in black ink, appearing to read 'Suzanne'.

**Suzanne Theunissen**

LOCAL STORE MARKETING MANAGER

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MABILO is a registered franchisee of KFC

