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SASOL appoints SYNOVATE AZTEC South Africa

CAPE TOWN - Synovate Aztec South Africa (formerly known as Infocyt) has recently been appointed by Sasol as the sole data agent for the release of Sasol-named petroleum forecourt outlet scan data in Southern Africa.

Headquartered in Sydney, Australia, AZTEC was established in 1995 and has built a successful business supplying market research services to retailers, manufacturers and brand owners based on grocery, liquor and pharmacy retailers' EPOS or 'scan' data in Australia and New Zealand. AZTEC also recently established operations in other parts of Asia Pacific and the UK.

In September 2006, Synovate Aztec acquired Infocyt, a leading Southern African information management and analytic partner in the Southern African FMCG space, to launch the Synovate Aztec business in South Africa.

The appointment, effective 20 February 2007, will mean that Sasol vendors will receive detailed information relating to their sales by category from Sasol forecourt outlets for the first time. This will be done by outlet on a monthly basis. Synovate Aztec will also provide a service to enhance Sasol's performance relative to competitors in the market place - making use of Synovate Aztec's powerful Temple Software applications.

Synovate Aztec is committed to making their data useful for both Sasol and its suppliers. Synovate Aztec represents a fresh approach to retailer information services in South Africa - built on an energetic team reputation as well as tools that have become industry standard in Australia, New Zealand, Thailand and Malaysia for a number of years.

Synovate Aztec looks forward to providing Sasol suppliers with further insight into their business with Sasol. Synovate Aztec will be in contact with suppliers to Sasol in the upcoming weeks to discuss this exciting opportunity with them. In the interim, should you require further information, please contact Harley Caryer at harley.caryer@synovate.com

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About Synovate Aztec in South Africa

In September 2006, Synovate Aztec acquired Infocy, a leading Southern African information management and analytic partner in the Southern African FMCG space, to launch the Synovate Aztec business in South Africa.

Synovate Aztec offers data agency and value-added data processing, software, training and support services across the grocery, pharmacy, liquor, mass merchant and petrol / convenience channels.

Synovate Aztec in South Africa was formerly known as Infocy. More information on Synovate can be found at www.synovate.com/aztec

Should you require further information on the nature of our services to FMCG Suppliers, please contact Tim Willard at tim.willard@synovate.com.

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,500 staff in 50 countries.

For more information, please visit www.synovate.co.za and www.synovate.com