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## PRESS RELEASE

For Immediate release to all media houses.

### **Hotwire is the best in the land... again!**

**Or**

### **Hotwire smoking hot at the PWC awards**

**22 Nov. 2012. GABORONE:**For a record fifth time, local Consultancy, Hotwire Public Relations Consultancy, took the top honours at the recent PricewaterhouseCoopers Annual Report Awards. Its winning design was for BSE listed company, Botswana Insurance Holdings Limited.

The treasure chest at Hotwire's office in Gaborone is brimming with awards from over the years. "We are incredibly proud of this year's work", said Group MD, Kabelo Binns. "It's taken a great deal of hard work and a lot of late nights to bring this piece together and we are really pleased with the final product. We are humbled to have been recognised by such an authority in Audited Accounts as PWC. We have a fantastic, young and dedicated team that has made magic for our clients over the years. We are so very honoured to be acknowledged for our efforts consistently for half a decade."

Recently, it was announced that Hotwire has opened an office in Mozambique and is planning to open in other markets such as Tanzania and Ghana. "Hotwire Maputo opened its doors in January this year and is headed by a young Motswana, Oteng Majuta," confirmed Binns. "We are now in the final stages of establishing Hotwire in Dar es Salaam, Tanzania. This is a truly exciting time for our company and we look forward to what the future will bring."

*Directors:* Kabelo N Binns\* (MD), Andre Wagner (Non Exec)\*\*\*, Rob Vinen\* (Non Exec)

\* Motswana, \*\* South African

“The Botswana flag is being flown higher and higher by Batswana in the rest of Africa. Botswana companies like Choppies and Letshego have ventured into Africa to make their mark, and Hotwire is inspired by being able to tread where these giants have walked. We are proud to be able to say we are a leading Botswana Business going into Africa,” concluded Binns.

**END.**

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**Notes to Editors:**

Hotwire Public Relations Consultancy is a Botswana-based and owned Integrated Communications Consultancy. The consultancy has a special focus on multinational firms doing business in Botswana and Southern Africa. As Botswana’s first and largest PR firm, the company boasts a wide range of products and service unique to our different clients in their respective markets. Hotwire has also done work in Zambia, Zimbabwe, South Africa, Ethiopia, Namibia, Tanzania, and has recently opened its doors in Maputo, Mozambique headed by a Motswana, Oteng Majuta.

PricewaterhouseCoopers has, for 5 years in a row, identified Hotwire PRC as recipient of the Best Local Design Award. This is in part due to Hotwire PRC’s affiliation with its sister marketing agency, Wired Y&R, which specializes in events consultancy and graphic design creative and advertising. The seamless relationship of these two organisations allows for time and money saving practical service delivery to clients.

Hotwire PRC’s highlights currently include the PR portfolio for South Africa Tourism (S.A.T.) specifically in Botswana and Mozambique; with ad hoc initiatives for S.A.T. having been successfully completed in Angola, Zambia and Zimbabwe. The consultancy was also the PR force behind the Environmental Impact Assessments for Gem Diamonds when seeking a mining license in Gope, Botswana. Satisfied clients, current and previous, include the Botswana Meat Commission, Botswana Telecommunications Corporation, Botswana Stock Exchange, Motswedi Securities, HRMC, Stanbic Bank Botswana, Botswana Accountancy College and Bokomo Botswana.

Hotwire’s principle, Kabelo Binns, has a 15 year track record in the communications industry. As a chartered Public Relations Practitioner with PRISA and CIPR, Kabelo has lead the Comms thrusts for IPO’s, multinationals, Public Education campaigns and so forth. His mantra for Hotwire has always been to be the creator of mutually beneficial relationships for clients across Africa.

