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## **PLATINUM PR LAUNCHES FIRST EVER BANNER STORE ON AFRICAN CONTINENT**

Wednesday, August 13, 2008

TIENS Southern Africa recently appointed Platinum Public Relations as their public relations agency to launch the first ever Banner Store in Southern Africa. Tiens is a multinational group specializing in retail, tourism, finance, international trade and E-business. With a business covering over 190 countries and regions, Tiens has subsidiaries or branches in 110 countries and regions, and has established strategic alliances with world-class enterprises from over 20 countries.

Founded in 1995 by Mr. Li Jinyuan in Tianjin, China, Tiens Group Co., Ltd. ("Tiens Group") entered the international market in 1998, was successfully listed on NASDAQ in September 2003, and formally entered into the AMEX in April 2005. Tiens Banner Store™ opened in Africa on Friday, July 18, 2008 at 10:30 in Randburg, Johannesburg.

Nevasha Naidoo, Director of Platinum Public Relations claimed that Platinum Public Relations was privileged to have won this account

"It was great working with the Chinese delegation. The Chinese people are very hard workers and we as South African's can learn so much from them.

We were excited to have been affiliated with a multi-national brand like Tiens.

Our strategic media solutions has proven successful thus it has placed Tiens Southern Africa in a favourable light, and set them on a good footing in South Africa," concluded Naidoo.

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Says General Manager for Tiens Southern Africa, Kevin Hou, “We are proud to have opened our first Banner Store in Africa and to be the pioneers of this new retail concept on the continent,”

The Banner Store <sup>TM</sup> South Africa is the first store to be opened in Africa Continent and is expected to bring new franchise opportunities in an effort to better lives and build solid relationships between both countries.

Listed by Fortune 500, Mr Li has been an advocate of giving back to the community hence Tiens Group has been instrumental in creating more than 100 000 jobs for fellow South Africans.

The Tiens account is just one of many names which Platinum Public Relations has implemented strategic communication solutions for. They have consulted to a number of national and multinational corporations such as McDonalds South Africa, Barlows Equipment Company, The Kellogg Foundation, Bristol Myers Squibb, Clicks, Sun International and the SA-Swedish Partnership. Local clients include Wits Business School, WorldsView Consulting, Reinsurance Solutions, Rahkee Investment Group, Danne Montague King, Bankseta, National Consumer Tribunal and The National Heritage Council.

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Issued by: Platinum Public Relations

Tel: (011) 463-8190 / 706-1160

E-mail: [nevasha@platinumpr.co.za](mailto:nevasha@platinumpr.co.za)