

Press Release

Some 10 years ago Dr. Izak Labuschagne of Port Sail Charters was one of the founder members of the Durban Charter Boat Association when he deployed the yacht Sweet Waters for harbour cruises in Durban. After a historic court battle involving a spurious salvage claim from a Mozambiquen chancer he was catapulted into various other projects including the land reform sector. In 2003 it was decided to take the vessel to Benoni and refurbish it. In 2005 and R 350,000.00 later it ended up at the Zululand Yacht Club for the last part of the refit, having arrived there on a custom built trailer.



Richards Bay presented an ideal opportunity because as incredible as it may seem, there was at that stage no one showing people the harbour from a boat of some sort. Incredible, when one considers that the biggest coal terminal in the world is there. After extensive research it was decided to focus on the burgeoning local social and business sectors instead of tourism, since tourism is tailing off for a variety of complex reasons. Packages for schools, churches and sporting bodies are also in the running. The vessel operates from in front of the Grill Fish restaurant and is moored at Tuzi Gazi moorings directly opposite when off duty. Businesses wanting exposure at this very busy juncture are invited to take advertising space on the sails and awnings of the operation, thus giving it a real "home port" feel.

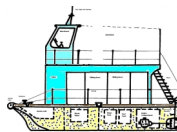


The yacht has an incredibly interesting history, having survived two hurricanes, two beaching's and robbery by pirates from South America. It is one of those solid old traditional sailing yachts with romance just dripping from it.

The cost for a trip around the harbour is R 60 per person per hour, about half the cost of anywhere else in South Africa. Since it takes about two hours to get around the most popular trips are mid morning, luncheon and sunset cruises. Views include that of the various ski boat and sailing clubs, the reclamation berth, dolphin-viewing platform, Pelican Island, the Wildlife reserve, Coal Terminal, Bulk Terminal Small craft Harbour and Naval Island. Catering is supplied by the restaurants closest to the operation or any other supplier of your choice. There are dining areas in the saloon, Cockpit or al fresco on the deck for up to 14 people and snack and cocktail seating for up to 25 persons. A large awing provides protection from precipitation. Should there be a storm on the night of the booking the highlight kicks in, charades between teams from 4 cabins, the romantic saloon and cockpit as the wind sings in the rigging whilst safely moored at the docks just a stones throwaway from more food and drink This is an experience never to be forgotten.

The operation has steadily gained momentum since it started operating in December 2005. Weddings Engagements, anniversaries, Staff Parties, team Building exercises are all featured in glowing testimonials in the guest book, which incidentally does not contain one bad comment. Some clients have been back up to 14 times. One inland visitor took 5 charters in 3 days. Hotels and big corporates have been back repeatedly. The most successful form of advertising is via flyers in post boxes; pull tabs in supermarkets and the Umhlatuze Tourism Guide. Word of Mouth advertising is probably at the pinnacle of the success. Most people still imagine that it will cost a fortune and are pleasantly surprised when they see the prices.

Port Sail Charters is involved in a few new initiatives centred around education, the environment and tourism. In order to open the port up to educational trips a famous seaplane tender (Wagtail) has been acquired by Izak's wife, Anthea. PS is now positioned to collaborate with the world famous Science Centre to service this aspect. Negotiations with NPA are underway to establish a historical / educational centre for students visiting PS. With regards to the environment, a special vessel has been designed to make the fresh water resources such as Mzingazi and Nsezi lakes available to charter parties. A private mining company is looking into deploying a



17 seater sea plane that will link up with PS charters. In respect of tourism there is a drive to keep the whale-watching permit in Richards Bay. Believe it or not, it too was not being utilised! A BEE group containing various prominent individuals has been formed and positioned to play their role in developing this much-needed tourism and education industry in the area. Various businesses in the Marine sector have agreed to build and part finance the vessels required. Big business has being approached for their community development, conservation and educational budgets so as to get the R 7 mil together to make this all happen. Listed corporate entities will be able to gain visibility regarding their contribution to community development, environmental tourism and education in the direct maritime private sector of the increasingly important port of Richards Bay. A Management Company has been formed that will rent the assets from a CC A representative from the trustees of a Community Development Trust will hold shares in the Management Company. The Strategic Overviews for these developments can be released against a confidentiality, non-circumvention and restrictive trade treaty to interested parties.

The contact person and CEO of Port Sail Charters is Dr. Izak Labuschagne, who can be contacted on cell **073 1 5678 25** or izak@izak.co.za. The website for the business is www.portsail.co.za.