



## PRESS INFORMATION

### **Nail-biting finale to CBI's 2005 Switch Advantage SMS promotion.**

At an exciting year-end function held at CBI's Head Office, the winner of the SMS promotion's grand prize was chosen in a lucky draw from a group of ten finalists. The first prize, a Nissan Hardbody bakkie valued at R150 000 plus a R10 000 product voucher went to an ecstatic Pierre Smith of Alpha Electrical in Rustenburg.

The draw was designed to make for an extremely nerve wracking climax. The ten finalists were drawn prior to the event and were invited to attend the function with their partners. On arrival, and after an address by Helmuth Fischer, CBI's Managing Director, the finalists were each invited to draw an envelope, which contained a key. Only three keys had green stickers attached and these entitled their holders to take part in the final round while the seven remaining key holders received a CBI tog-bag containing merchandise.



The three surviving key holders were then invited back to the stage to unlock a toolkit each, and Pierre Smith's toolkit contained the key to the bakkie. The two unsuccessful key holders, Jack Sischy of JS Electrical Contractors in Cape Town and Hendrik Gerber from HG Elektries from Klerksdorp each got an extensive toolkit and a R 5000 product voucher.

According to CBI's Karen Heitmuller, the promotion was so successful that it is the company's intention to follow it up in 2006 with an equally exciting sequel, the mechanics of which will remain the same.

So, if you're a contractor, be sure to start this year on the right note and submit your cell number together with your latest order details by fax on a weekly basis and you could be in line to win the big prize for 2006.

For more details

Phone 0860 227 6663

**The three prize winners, Jack Sischy, Hendrik Gerber and Pierre Smith**



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**Pierre poses with his new vehicle**



**Helmuth Fischer with a beaming Pierre Smith in his first prize of a Nissan Hardbody**