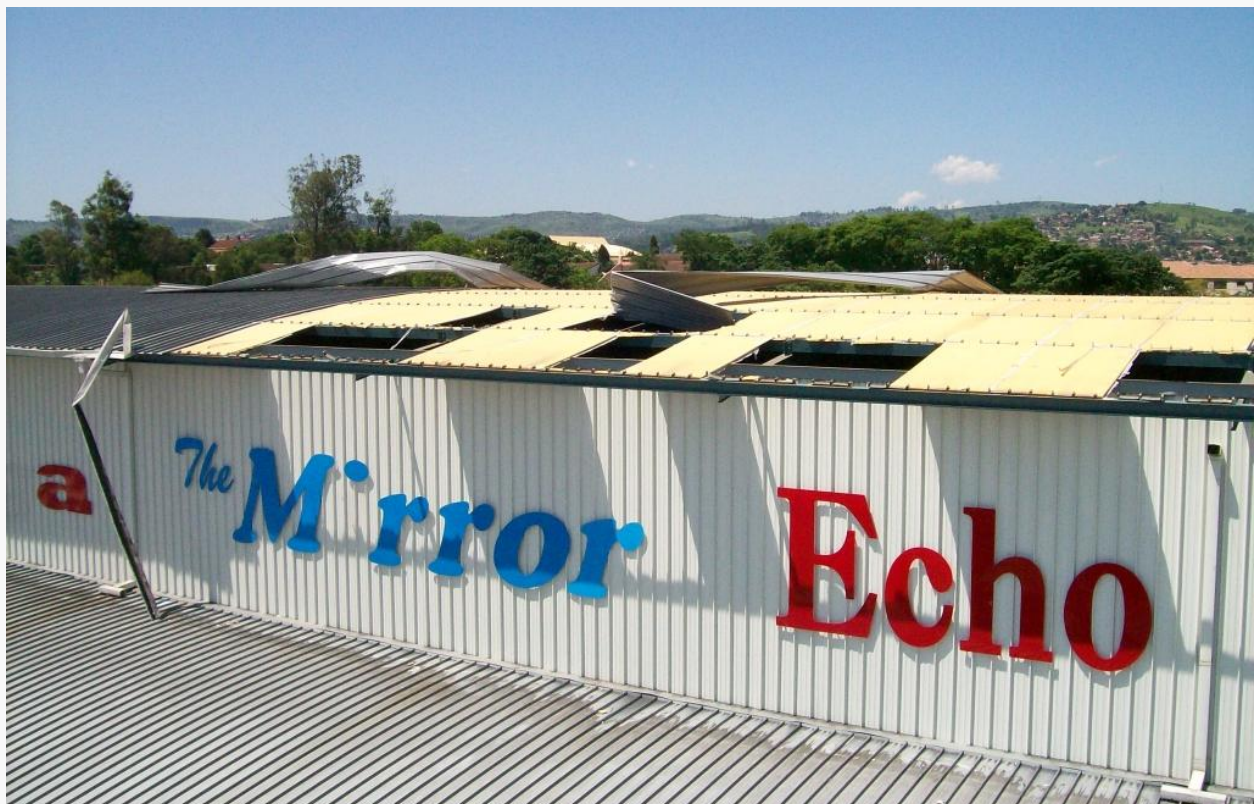


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Article:



It took a "Killer Storm" that ripped through KZN, causing death and devastation to residents and properties in Pietermaritzburg on January 3, to bring out the best in the print industry.

Mr PC le Roux, managing director of The Witness has expressed his personal appreciation and that of his Board and staff, for the assistance from their competitors - the Independent Group and the Caxtons operations in Pinetown - the Witness's associate companies - Media24 and Africa Web - and shareholders after the storm struck.

The plant's roof was ripped off its press hall while in full production, and torrential rain brought the printing operations to a halt.

"The management teams assembled rapidly and proceeded with disaster recovery procedures, ensuring first of all, that no staff were or could be injured due to the high voltage scenarios of our operating environments," Mr le Roux writes in his letter to PMSA president Mr Prakash Desai.

"Thereafter, the priorities were to ensure that our printing obligations to our various publishing clients were fulfilled as a matter of urgency over the next 24 hours. We were able to achieve this with the extra-ordinary co-operation of our colleagues, shareholders and particularly, our competitors....

"The scenario that emerged indicates just how important the co-operation of all the players in our industry can become in times of natural disaster. In particular, it underlines the roles that we have to play as the Fourth Estate in ensuring that we protect and defend the interests of our citizens and our country at all times."