

3

VERSFELD & THOMPSON

publicity matters cc

ck 95/45228/23

6 cranley, 170 moore road, durban, 4001
p o box 30547, mayville, 4058
tel/fax : 031- 202 9093

Dear Rich and David,

We just want to have on record that while we are happy to quote you on doing the publicity for the Durban leg of RICHIE HAVENS's South African tour, and it is always a pleasure working with you and your team, we just want you to know that we are both feeling extremely anxious on your behalf about the public appeal that he will have in Durban.

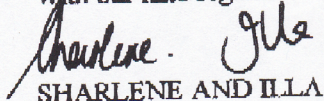
Since initial discussions with yourselves about the possibility of this concert happening, we have asked around to get a feel of the response on the ground, and are sad to report that even in folk club circuits, his support seems very limited.

We are also anxious as to him being overshadowed by Michael Jackson in terms of media space. We have seen in the last week alone, how Diana's funeral has overshadowed all other news events - including the Olympic bid and Mother Theresa's death. We are nervous that Michael Jackson's arrival may have a similar monopoly effect on the local media. We would advise you to have funds available to spend on media advertising closer to the time if we feel as though the free publicity is not attracting sufficient ticket-buying public in the light of the above scenario happening.

We feel that we would not be doing our job as your PR people if we did not communicate this to you. We hope you accept our concerns in the manner in which we want to relay them to you and we hope you take them into account when planning the financial and media aspects of the tour.

Once again, we look forward to working with you and your team.

With our kind regards


SHARLENE AND ILLA