

African Extension and SAB Miller extend further into Africa

Africa media services specialists African Extension recently reaffirmed their successful relationship with blue chip giant SAB Miller. Having been contracted to supply media service requirements to SAB Miller for East Africa via the company's regional subsidiary, Africa Media Portal (AMP), two years ago, SAB Miller has extended this contract to include Botswana, Ghana, Lesotho, Swaziland, Zambia, Angola and Mozambique - 10 countries in total.

African Extension now services all SAB Miller's Pan African brands including Castle Milk Stout, Castle Lager, Redds, St Louis, Safari Lager, Kilimanjaro Lager, Pilsener Urquel, Ndlovu, Balimi, Konyagi Ice, Nile Lager, Club Pilsener, ESB Chairmans, Eagle Lager, Mosi Lager and Rhino Lager.

AMP is a joint venture between African Extension and the experiential marketing and events group, Exp. Momentum and has 10 wholly owned offices in key African countries.

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