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FOR IMMEDIATE RELEASE

Mugg & Bean's Customer Rewards Programme to be re-engineered

Mugg & Bean has announced that it is cancelling its current Customer Rewards Programme in order to look at better ways to recognise and reward loyal customers. The programme has raised more than R475 000 for the Gingerbread Foundation who donated it to charity, through contributions made by card holders every time they swiped their cards at participating Mugg & Bean stores over the past two years.

"Mugg & Bean will continue to support the Gingerbread Foundation through ongoing events and initiatives in the communities where our stores are located as well as on a broader national level," says Ben Filmalter, CEO of Mugg & Bean.

"Our Customers are our number one priority and we will continue to find ways to recognise and reward them for their loyalty and support. We are therefore re-engineering the programme to achieve this objective, and opportunities to do this are currently being investigated", said Ben.

Mugg & Bean's regular cardholders are assured that the values earned on their cards remain valid until the end of September 2009, for redemption at any Mugg & Bean outlet. Any unredeemed values will be donated to the Gingerbread Foundation.

Mugg & Bean would like to take this opportunity to thank their loyal customers for their support and we will be in contact with more information in due course.

For further information please contact Martie Smuts at Mugg & Bean Head Office on 011 380 7860 or email on chatterbean@themugg.com