



Premier Food & Fishing Limited

The First Choice

MEDIA RELEASE

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**PREMIER FOOD AND FISHING SHAREHOLDERS APPROVE NAME CHANGE TO
PREMIER FISHING AND BRANDS LIMITED**

14 September 2017, Cape Town – JSE listed Premier Food and Fishing Limited's (PFF) shareholders approved the name change to Premier Fishing and Brands Limited (PFB) by majority vote at a general meeting of shareholders held this morning.

PFB is one of South Africa's oldest and most established black economic empowered fishing companies and is listed under the Farming, Fishing and Plantations sector of the JSE's Main Board.

Samir Saban, chief executive officer of PFB says, "I am happy with the support received by our shareholders for the approval of the new name, Premier Fishing and Brands Limited. The name change ushers in a new and exciting era for the company following its successful listing earlier this year."

Premier Fishing and Brands Limited will be announcing its financial year-end results to end 31 August 2017 at the end of October.

Khalid Abdulla, deputy chairman added, "We are pleased that Saban and the PFB team have the full support of the Board of Directors and now its shareholders. The company's strong empowerment credentials and proven track record will stand it in good stead, to add further shareholder value."

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For further information or to book an interview with Mr Samir Saban, contact:

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