

MAXI'S SETS HEARTS A FLUTTER

Johannesburg, 15 February 2008, Many people believe that there is only one day in the year on which to show someone special how much they mean to them – Valentine's Day. Maxi's Restaurants, however, feel that one day is not enough and have made it their priority to celebrate Valentine's month with their new in-store promotion.

"I think 24 hours is not nearly enough time to appreciate those special people in your life," says Christo Calitz, Managing Director of Maxi's. "And especially since we have so many special people, we thought a month much more appropriate."

The restaurant is currently running an in-store Valentine's promotion where a simple sms can win one lucky Maxi's patron a romantic trip of a lifetime.

"There is nothing more romantic Island Getaway which is why the prize is a for two to beautiful Mauritius," explains Christo.

The winners will be whisked off to the beautiful island for five magical days of fun in the sun. Flights, accommodation, meals and local drinks are also included in the prize.

Maxi's have always been about giving and this time around they want to share the love. So if you completely forgot about Valentine's Day, this is the perfect opportunity to make it up to the one who love.

Need to mention – the customer SMS Competition is supported by great special – Hot Connection burger and French Affair breakfast (please take descriptors off artwork sent to you).

"This is one prize that I myself would love to win and if the terms and conditions were different – I would certainly be sms'ing every chance I got!" chuckles Christo.

The winner will be contacted telephonically on the 4th of March. For more information on the competition, visit your local Maxi's store or go to www.maxisfood.com.

/ends

Words: (269)

Issued By: Madelain Roscher
PR Worx
Tel: +27 11 896-1818
Cell: +27 83 468-6819
Email: Madelain@prworx.co.za

On Behalf Of: Christo Calitz
Maxi's
Tel: +27 11 326-2190
Email: christo@maxis.co.za