

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

**STRICTLYHALAAL.COM MEDIA RELEASE**  
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**“StrictlyHalaal.com launches exclusive halaal business and consumer services”**

Poised to become the premium online halaal business, consumer and information hub, StrictlyHalaal.com has launched its new website (<http://www.strictlyhalaal.com>) and suite of service offerings, tailored to providing specialised halaal marketing, promotional and consumer information services to South African Muslim businesses and consumers. This is primarily achieved through providing enhanced access and exposure to an ever-expanding online directory of exclusive halaal business, product, consumer, lifestyle and halaal marketplace information services, including:

- Halaal business, supplier and trade listings.
- Premium halaal advertising, marketing and promotions.
- Halaal announcements, news, certification, standards and status updates.
- Business-to-consumer and business-to-business halaal information services.

StrictlyHalaal.com was initiated by a group of individuals with a vision of encouraging and assisting the adoption of a more halaal lifestyle. While the founding team made significant progress, in November 2009 the project was taken over by a new group of social entrepreneurs comprising Abdul Waheed Patel, Ihsaan Edries, Naeem Mayet, Nur Ahmad Furlong and Riaz Sawant.

The current project team has researched the local and international halaal marketplace, in order to determine how best to strategically position the project to further its original vision of deepening and promoting societal understanding of halaal business, consumer and lifestyle ethics and practices.

The name of the initiative is a deliberate attempt to emphasise the importance of living a halaal lifestyle and also assuring users of the service that organisations and services listed on StrictlyHalaal.com have been verified to be following halaal principles. It is also aimed at proactively addressing the often loose application of the term ‘halaal’ as applied to food especially, but also other services such as accommodation for example, by providing better quality, more reliable, readily accessible and up-to-date halaal business and consumer information.

The initiative already enjoys significant interest and attention, evidenced by the more than 500 members and fans of its online Facebook group and continuous approaches and expressions of interest in the service by potential users. This is a sign of confidence in the value that has been attached to the StrictlyHalaal.com service offering and the need that it is fulfilling by way of facilitating easy access to information on the topic of halaal.

The launch of the StrictlyHalaal.com service strategically coincides with the premier global halaal industry event – the 5th World Halal Forum (21 and 22 June in Kuala Lumpur, Malaysia), where the status of efforts towards a unified global halaal standard will be announced.

The global halaal and consumer marketplace is estimated to a US\$2.1 trillion industry of 1.8 billion consumers growing at US\$500 billion annually, with over half a trillion US dollars spent on halaal food alone. Globally, the halaal sector has weathered the storm, by continuing to perform strongly in the face of the global economic and financial meltdown.

Although South Africa is non a Muslim state, South African Muslims constitute a significant consumer and business segment with the South African marketplace for goods and services mirroring the growth of the sector as one of the fastest growing industries globally.

StrictlyHalaal.com is uniquely placed to offer business, consumer, lifestyle, communication and information services to assist Muslim businesses, consumers and halaal authorities in South Africa help overcome existing industry gaps and enhance the South African halaal marketplace.

Register by the end of June and score, by being the first to enjoy a StrictlyHalaal.com World Cup limited promotional offer when registering your business, product or service for an annual listing package at just R295 per annum for an exclusive halaal listing service with premium exposure, that includes:

- A logo display
- A dedicated listing page
- Detailed contact, menu or service information

Register online at: <http://www.strictlyhalaal.com/register-a-business/>

**Or contact StrictlyHalaal.com at:**

**Fax:** 086 624 8140

**Email:** [info@strictlyhalaal.com](mailto:info@strictlyhalaal.com)

**Post:** Postnet Suite 53, Private Bag X3, Glosderry 7702

Users of the service will enjoy a national footprint and be linked into the global halaal marketplace through StrictlyHalaal's exclusively halaal platform.

During the 2010 FIFA Soccer World Cup, travelling football fans from South Africa and abroad with halaal lifestyle needs and preferences, requires access to reliable halaal product, service and consumer information. Beyond the World Cup, the need to continuously meet these lifestyle options for resident South Africans, as well leisure and business visitors will remain.

Be the first to know by registering as a user on the website (<http://www.strictlyhalaal.com>) and following StrictlyHalaal on Facebook or Twitter.

Spread the word and be part of the movement to Live the Lifestyle!

Jazzakum Allahu Khairan.

**Issued by:**

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