Advertising Standards Authority of South Africa

(Association not-for-gain NPO)

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Company Registration Number 1995/00784/08
043-694-NPO

Please act immediately on this information

No:	**ASA/CM/15/2010**	**Date:**	1 September 2010
Advertiser:	Aquila Private Game Reserve cc P.O Box 1861, Cape Town, 8000 Tel: (021)421 4998 / 0861 7373 783 www.aquilasafari.com	**Product:**	Private Game Reserve

In a ruling dated 17 December 2008, Aquila Private Game Reserve's advertising was found to be in breach of an older ruling as it was still using claims such as "Only authentic ... safari"; "Free roaming lions"; and "Big Five" despite not having adequately substantiated these claims. On 11 February 2009 the ASA Directorate imposed a sanction in terms of Clause 14.5 of the Procedural Guide on Aquila Private Game Reserve. The sanction was suspended for a period of six months, pending any additional breaches.

During July 2009 Aquila Private Game Reserve were again found in breach for the same reasons. The six months suspended sanction in terms of Clause 14.5 of the Procedural Guide was invoked, and automatically imposed on Aquila. Aquila appealed this ruling, and on 19 August 2010, the Advertising Industry Tribunal handed down its final ruling, in terms of which the sanction was amended to a sanction in terms of Clause 14.3 of the Procedural Guide. This sanction was imposed for a period of six months.

Members are therefore requested not to accept any advertising from Aquila Private Game Reserve unless it is accompanied by confirmation from the ACA Advisory Services that it may be placed. This sanction will lapse on 1 March 2011.

On behalf of The Advertising Standards Authority of South Africa

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