

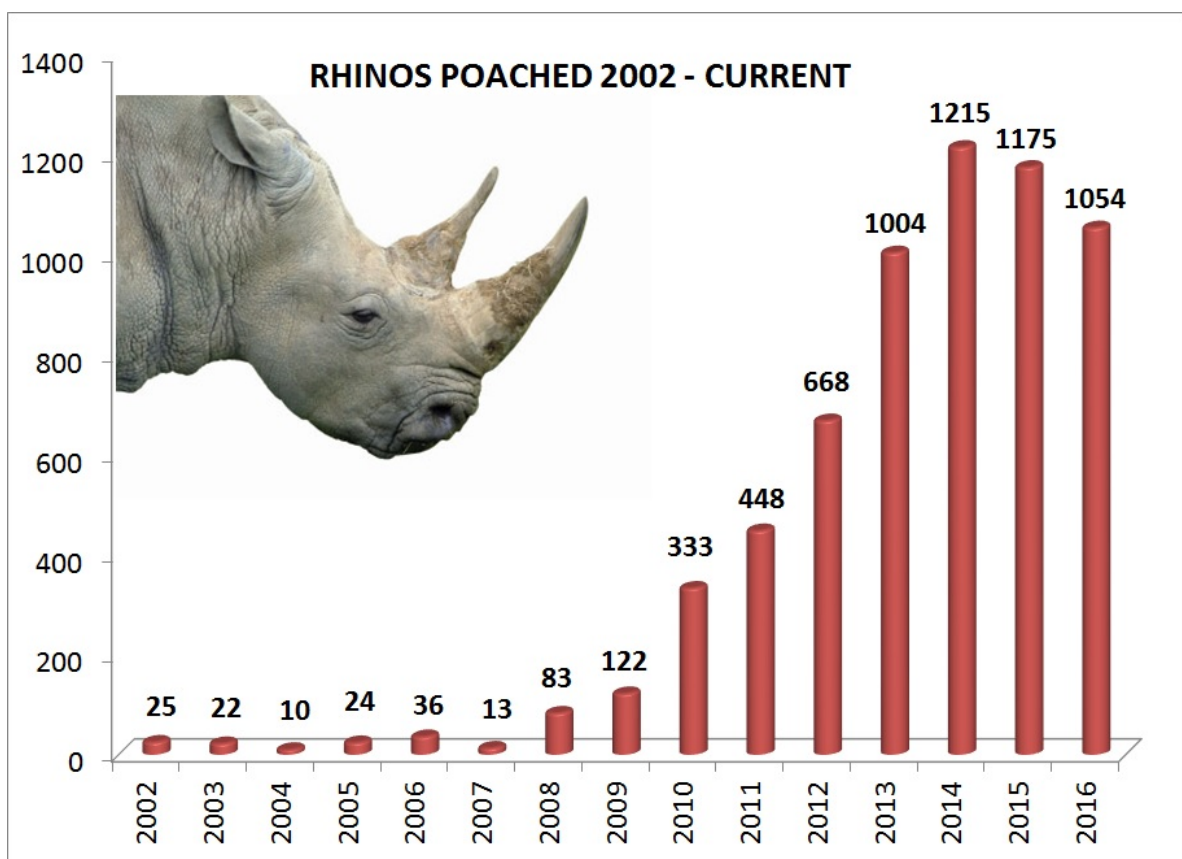


Hello

We are so very pleased to announce that live rhinos are now more valuable than dead ones once more!

The South African Constitutional Court has ruled in favour of Mr. John Hume and Mr. Johan Kruger and all other private rhino owners who wish to sell their stocks of rhino horn. Rhino horn sales are now legal in South Africa again, subject to standard government and provincial permitting requirements.

We strongly feel that the national moratorium that was imposed on these sales in 2009, and discussions of the impending moratorium the year before contributed directly to the ensuing poaching onslaught by driving an existing legal market into an illegal one by driving prices sky-high and leading to more and more poaching. This is further illustrated by the poaching statistics before and after the moratorium was imposed:



We are well aware that there are still many hurdles in the path of rhino conservation and the war on poaching but we sincerely hope that private reserve owners everywhere will take heart from this ruling and continue to protect the rhinos in their care.

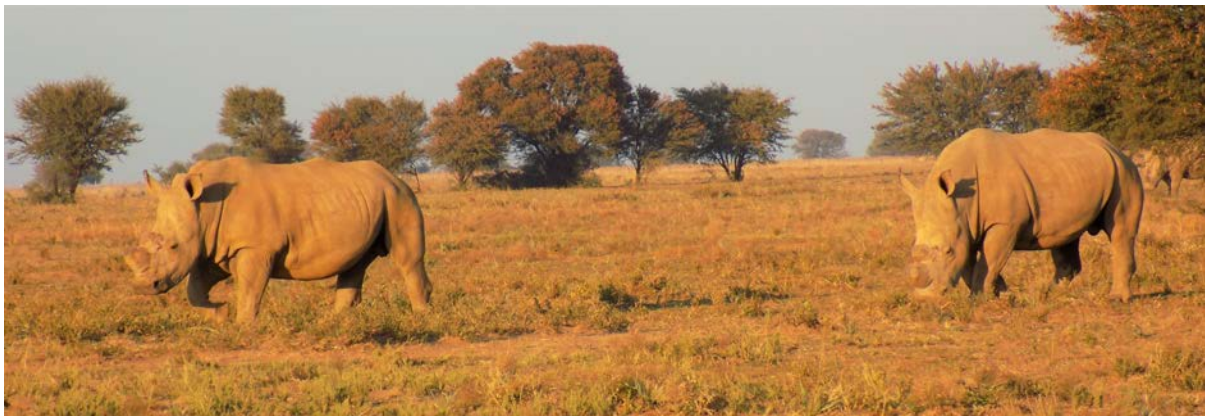
We also know that the poaching onslaught will not disappear overnight but we hope that the domestic sales of horn from legal, ethical and humane sources will relieve some of the pressure on the poaching front-lines.

Finally, we know that for the sale of horn to be truly effective for rhino conservation, it must be legal on the international market and we hope that this is the first step towards that goal.

We hope that the sales of horn in SA from both private and national stocks will:

- bring in the much-needed funds for keeping more and more rhinos safe through various anti-poaching and security measures
- encourage the people who sold the rhinos on their reserves to reinvest in them and offer them safe-havens again
- restore confidence among the private rhino owners who have had sleepless nights wondering how they will be protecting their rhinos for the foreseeable future
- encourage private rhino owners to invest in community-based natural resource management projects as these projects will now be sustainable.

A massive congratulations to all who worked so hard at getting the moratorium lifted - your courage and tenacity will be appreciated by many rhino owners and many, many rhinos!



The RhinoAlive Team

RhinoAlive is a group of concerned individuals, conservationists and rhino owners. We have collaborated with PROA (Private Rhino Owner's Association) and WRSA (Wildlife Ranching South Africa) to further information on aspects of legalising international rhino horn trade.