



## Press Release

**Juta and Company is pleased to announce their acquisition of Atlas United Stores (Pty) Ltd.  
with effect 21<sup>nd</sup> June 2011.**

Atlas, the Western Cape niche retailer of textbooks, stationery and university-branded apparel and memorabilia was the brainchild of Spiros Mavraganis. Spiros started his enterprise in 1995 from his father's garage at the age of 19 with a R7000 loan when he was a first year B.Bus.Sc. (Marketing) student at the University of Cape Town. With the aim to service all of the needs of the tertiary market, the Atlas stores evolved from a seasonal bookseller outside UCT's Lecture theatre 2A to a niche Western Cape chain of one-stop stores comprised of Atlas Rondebosch, Atlas Parow, Atlas Stellenbosch and the UCT Store, the University of Cape Town's official on-campus retailer.

Equally entrepreneurial, Juta and Company was started in 1853 in cramped quarters in Wale street as a book retailer and publisher catering for the student, education, legal and professional markets and has since become an iconic South African brand with national reach having diversified beyond publishing and retail to include training and learning and information solutions. Over its long history Juta Bookshops has remained relevant by responding to market needs with appropriate stockholding of both local and international titles, campus and city locations and, more recently, launching its online store at [www.jutaonline.co.za](http://www.jutaonline.co.za) and its flagship bookshop in the heart of Claremont, Cape Town.

Commenting on the acquisition, Lynne Du Toit, CEO of Juta and Company said "The Atlas stores will fit seamlessly with our existing infrastructure while extending our reach in the Western Cape to students and academics at the key institutions of UNISA, Stellenbosch and UCT. We look forward to working collaboratively with these universities to better service their communities, building on our existing relationships as a retailer, local academic publisher and publisher of the scholarly UCT Press imprint. I am confident that the Atlas acquisition will augment our established business in the region which already caters for a multitude of tertiary institutions and schools."

Says Spiros Mavraganis, Owner and Managing Director of Atlas, "After 16 years of continuous dedication the time has come to move to the next phase of my life —I have learnt how to sell a textbook, I don't need to keep on proving it to myself. I would like to thank my devoted staff, my committed suppliers, supportive family and friends and most importantly my devoted customers for believing in me and assisting in my quest to create a brand and a success story that will inspire."

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**Juta & Company Ltd Directors:** Prof. JD Volmink (Chairman),  
LR du Toit (CEO), AJ van Niekerk, IAJ de Villiers (Financial Director),  
MMT Chaane, P Ranchod, AG Boyd, L McLachlan (Company Secretary)

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