



Media Release

May 30, 2007

Louise Brockbank appointed general manager of Channel Sales & Marketing

truelocal.com.au chief executive officer, Gary Cox, today announced the appointment of Ms. Louise Brockbank as general manager of channel sales & marketing for truelocal.com.au - News Digital Media's online business directory.

Effective immediately, the position has been created to oversee the expanding marketing and sales operations of truelocal.com.au. Ms. Brockbank will also have a brand and strategy role across News Digital Media and work closely with chief operating officer, Nick Leeder.

Previously the director of marketing and consumer strategy for ninemsn, Ms. Brockbank was part of the core team that took ninemsn from a start-up business to a leading player in the digital space.

Prior to that, Ms. Brockbank held many senior positions on the agency side, including regional director for Foote Cone & Belding (FCB) and associate director of Amarati Puris Lintas. She also worked in London for seven years in leading advertising and marketing agencies.

Ms. Brockbank's appointment comes as truelocal.com.au continues to experience record growth. The site remains the fastest growing in the local business directory category, reporting a 53% growth in unique browsers this financial year. In the past 12 months, the number of businesses listed on site has also increased to 1.3 million.

Mr Cox said Ms. Brockbank had a proven track record and brought a strategic vision to the position.

"We are delighted to welcome Louise to truelocal.com.au," said Mr. Cox. "She brings invaluable knowledge in the development and implementation of brand strategy. Louise's appointment will be instrumental in ensuring we build on the success to date and capitalise on the huge opportunity currently presenting the business."

-ends-

About truelocal.com.au:

truelocal.com.au, a division of News Digital Media, is an online local business directory with 1.3 million listings. truelocal.com.au connects consumers with local businesses and prides itself on providing national coverage with local knowledge. truelocal.com.au delivers local results by relevance rather than paid listings, in just one click.

For more information, please contact:

Kate McQuestin

News Digital Media

(02) 9288 7552

0419 591 150

kate.mcquestin@newsdigitalmedia.com.au