



**Media Release: 28 May, 2008**

## **TRUELOCAL.COM.AU APPOINTS GENERAL MANAGER, SALES**

The chief executive officer of online business directory truelocal.com.au, John Allan, today announced the appointment of Karen Adamedes to the newly created role of general manager, sales.

Ms Adamedes, who will report to Mr Allan, joins truelocal.com.au from Telstra where she was general manager, sales excellence. In her new role, Ms Adamedes will be responsible for managing and leading the sales division of truelocal.com.au, and continuing the site's strong growth.

Mr Allan said "With over 20 years of sales and leadership experience, Karen has proven her ability to lead and motivate her teams with great results. I have no doubt that Karen will make a valuable contribution to our sales division and will prove a strong addition to truelocal.com.au's management team."

Ms Adamedes said "As more Australians go online, there is huge potential for online business directories. Truelocal.com.au is a thriving brand with almost endless possibilities and I am thrilled to be joining the team at this exciting time."

In her role as general manager, sales excellence at Telstra, Ms Adamedes was instrumental in leading a major sales transformation program from 2004-2007 through Telstra's Enterprise & Government division.

Prior to her position as general manager, sales excellence, Ms Adamedes has had a number of senior leadership roles at Telstra including in contact centre sales, field sales and sales operations, working with both small medium enterprise and corporate customers.

Ms Adamedes starts her new role on 2 June.

-ends-

**For more information, please contact:**

Vida Redoblado – News Digital Media

T: 02 8114 7325

M: 0401 435 309

E: [vida.redoblado@newsdigitalmedia.com.au](mailto:vida.redoblado@newsdigitalmedia.com.au)

**About truelocal.com.au – (<http://www.truelocal.com.au>)**

Truelocal.com.au is part of the News Digital Media network and is considered one of Australia's fastest growing online business directories. Since the launch of truelocal.com.au in February 2006, the site has continued to grow from strength to strength. Currently the site features over 1.3 million listings and delivers local results by relevance - rather than paid listings. The site was designed to make it easier than ever to connect consumers with local businesses.