

ASX Announcement

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PMP Announces Executive General Manager, Marketing Services

Sydney, Friday 7th October 2011 - PMP Limited has appointed Anna Cicognani as Executive General Manager, Marketing Services. This appointment signals PMP's intentions to invest in growth opportunities in digital channels and develop new partnerships and revenue streams.

Dr Cicognani joins PMP Limited with significant leadership experience in the international and local Digital and media industry having worked with some of Australia's leading organisations including Fairfax, APN and Telstra.

Anna brings to PMP a depth of knowledge and experience in both online products and services and multichannel marketing management.

PMP's Executive General Manager for Digital, Graham Plant, will work closely with Anna in transitioning the business to its broader remit and work on a number of strategic initiatives in support of the development of the business.

PMP Chief Executive Officer, Richard Allely, welcomed Anna to the role.

"Anna joins us at a pivotal time in PMP Limited's development. Her experience and capability complement the strategic focus for the Group to achieve our full potential in the marketing services sector".

Commenting on her appointment Dr Cicognani welcomed the opportunity to work for PMP. "I am excited to be joining PMP in this area of growth. Partnering with our customers and providers, we will leverage PMP's impressive technology platforms to create multi-channel and innovative products and solutions."

Dr Cicognani will join PMP Limited on 10th October 2011.

For further information contact:-

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