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NEWS.COM.AU BOOSTS BUSINESS TEAM

Editor of *news.com.au*, David Higgins, today announced the appointment of Edmund Tadros as *news.com.au* business editor and Chelsea Mes as *news.com.au* money editor.

Mr. Tadros, who will report to Mr. Higgins, previously held various reporter roles at *The Sydney Morning Herald*. Ms. Mes, who will report to Mr. Tadros, was previously acting business and money editor of *news.com.au*.

As business editor, Mr. Tadros will be responsible for the overall editorial direction of the suite of brands under *news.com.au/business*. Ms. Mes will be responsible for the overall editorial direction of *news.com.au/money*.

The appointments of Mr. Tadros and Ms. Mes are effective immediately.

Mr. Higgins said: "The global financial crisis has led to a huge increase in public interest in business and financial reporting. Readers want credible and relevant information to help them work out what it all means for them, the company they work for, and the country in which they live.

"Edmund and Chelsea bring with them a wealth of experience in these fields, which will be of enormous value to our readers.

"Edmund is a first class news hound who has broken many stories throughout his career, including the revelation through a Freedom of Information search that NSW Police had lied about the type of people put onto a list of "excludable individuals" during the APEC forum. He is a terrific addition to the *news.com.au* editorial team.

"Chelsea has done a stellar job as acting business and money editor. I am positive she will continue her outstanding journalistic reporting as money editor on her quest to help consumers navigate through their personal finances."

Mr. Tadros said: "My goal at *news.com.au* is to make the site the first place readers go when they are looking for business stories. They will find *news.com.au/business* features the latest, most credible and most interesting business stories from Australia and around the world. And we will always tell readers how these stories affect their everyday lives."

Ms. Mes said: "Now, more than ever, Australians are seeking ways to make smart decisions about their finances. From banking to property, credit cards to superannuation, I want *news.com.au/money* to become the number one destination for personal finance news and tips."

Other brands that fall under *news.com.au/business* are *Business Sense*, a dedicated site for all workplace professionals and *Business Owner*, a site aimed at small business owners.

In March 2009, *news.com.au/business* recorded 936,336 unique browsers, a 79 per cent growth year-on-year.

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* **Source:** Nielsen Online Market Intelligence Domestic Business Category March 2009

About news.com.au

news.com.au - News Digital Media's flagship brand – invites its readers to engage with the latest news and current affairs, entertainment, business, money, technology, travel and more. Innovative and in-touch with its audiences, news.com.au is Australia's only news and information site that allows users to personalise content. With a dedicated 24/7 editorial team committed to delivering fresh, accurate and up-to-date coverage to information hungry audiences, news.com.au delivers rich features and detailed commentary, along with a variety of blogs and user-generated forums. news.com.au provides easy access to News Limited masthead sites, leading sports site foxsports.com.au, TheAustralianIT, TheAustralianBusiness and influential international news websites, giving readers a more well-rounded picture of topical events. news.com.au also gives users access to a variety of tools, including travel search through WeGo.com.au; activity search through GoDo.com.au; destination guides through Lonely Planet, movie and gig guides and money saving calculators.