



Media Release: August 10, 2009

Jamie Hollebhone appointed Head of Sports and Specialist Sales

News Digital Media National Sales Director, Tony Prentice, today announced the appointment of Jamie Hollebhone as Head of Sports and Specialist Sales for News Digital Media.

Effective immediately, Mr Hollebhone will be a specialist resource dedicated to managing and extending News Digital Media's existing sports client base.

Jamie Hollebhone's appointment comes as News Digital Media continues to be a leading sports network in Australia with users staying on its sites for longer, viewing the most pages and highest unique browser frequency than any of its competitors.*

News Digital Media's sports websites include Australia's largest grassroots sports network, SportingPulse and ESPN's sports specialist sites: ESPNCricinfo.com, ESPNSoccernet.com and ESPNScrum.com, as well as the sports verticals of News Limited's masthead websites: dailytelegraph.com.au, heraldsun.com.au, couriermail.com.au, perthnow.com.au, adelaidenow.com.au and theaustralian.com.au.

Reporting to Tony Prentice, Mr Hollebhone will be responsible for managing an existing list of sports centric accounts as well as maximising advertising revenue and market share across News Digital Media's sports sites.

Mr. Prentice said the appointment of Jamie Hollebhone to the position of Head of Sports Specialist Sales will help further position News Digital Media's premium sports content as the most attractive in the market.

"Jamie brings a long history of media sales experience and boasts strong relationships with both clients and agencies, which will be a real asset for our business."

"We are delighted to welcome another first class sales executive to News Digital Media's award-winning sales team," Mr Prentice said.

Mr Hollebhone said it was an exciting time to be leading sport sales at News Digital Media with the recent inclusion of SportingPulse and ESPN sports specialist sites to the portfolio.

“News Digital Media offers Australian marketers unrivalled reach and opportunities with not only a huge reach, but premium, deep and highly engaging content. I look forward to building a team of sports advertising specialists that will deliver tailored campaigns to complement their brands throughout the sporting calendar,” Mr Hollebhone said.

Previously Sales Director for the Men’s Specialist Division of News Magazines, Mr Hollebhone was responsible for the formulation and implementation of sales strategies across 13 magazine titles.

Prior to that, Mr Hollebhone was National Advertising Manager for Men’s Health Magazine. There, he managed a team responsible for the implementation and enhancement of sales strategies.

**Market Intelligence Sports Ad Network Category – July 2009*

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For more information, please contact:

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About News Digital Media (www.newsdigitalmedia.com.au)

News Digital Media is one of Australia’s largest and most innovative digital media publishers. Its network includes news.com.au, truelocal.com.au, careerone.com.au, carsguide.com.au, moshtix.com.au, thepunch.com.au and the websites for News Limited’s newspapers including The Australian, The Daily Telegraph, Herald Sun, The Courier Mail, The Advertiser and The Mercury. News Digital Media’s sales team, which has won B&T’s ‘Sales Team of the Year’ for the past two years, represents Australia’s largest network of news, sport and weather properties. News Digital Media is the online division of News Corporation’s Australian subsidiary News Limited.

News Digital Media is a carbon neutral company.