



## MEDIA RELEASE

### **Sue Klose appointed publisher, Carsguide**

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**Thursday December 10, 2009**

News Limited chief operating officer, Peter Macourt, announced today the appointment of Sue Klose as publisher of a new national division in the company, Carsguide.

As publisher Ms Klose will be responsible for overseeing News Limited's print and online automotive operations, and devising and implementing national editorial and marketing strategies. Although not directly responsible for sales, Ms Klose will work closely with News Limited's national sales director, Fiorella Di Santo, to ensure commercial operations are fully aligned with the new business.

Currently the director of corporate development for [News Digital Media](#), Ms Klose starts in her new role on January 4, and will report to Mr Macourt.

Mr Macourt said "The creation of a single, national, entity to manage our automotive business indicates News' very serious intentions in this category. We recognise the significant growth opportunities in the market, and intend to substantially increase our share.

"Sue's extensive experience across print and online, in particular her time spent as the Tribune Company's director of strategy for classifieds, makes her the ideal candidate to lead Carsguide.

"Her job is simple – to combine and leverage the considerable resources within News Limited and implement strategies that will lead to sustained growth in both readership and revenue."

Ms Klose said "As the only Australian publisher with a truly national print and online presence, News is uniquely placed to reach every segment of the automotive community, from mum and dad drivers to dedicated motoring enthusiasts.

"By harnessing the potential of our national, metro and community newspapers and their sister websites, we can provide an unrivalled platform for our customers – including private sellers, dealers and manufacturers.

"I look forward to working with our fantastic automotive teams around the country. Already hugely successful as individual entities, when combined they will undoubtedly prove an even greater force."

Ms Klose joined News Digital Media in May 2007 as the company's director of corporate development, overseeing growth opportunities including acquisitions and investments, as well as mobile applications for content.

Under her leadership, the corporate development group has completed investments in travel comparison site [Wego.com](#), comparison shopping site [Getprice.com.au](#) and participant sports site [SportingPulse.com.au](#). Ms Klose also played a key role in the creation of the [CareerOne](#) joint venture with Monster Worldwide.

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Ms Klose's mobile team has assumed a market-leading position in mobile news and information, with standard and iPhone sites for the [news.com.au](http://news.com.au), [TrueLocal](http://TrueLocal), [The Australian Business](http://The Australian Business), [Carsguide](http://Carsguide) and [moshtix](http://moshtix) brands.

Ms Klose joined News after seven years with Tribune Publishing in Chicago, most recently as director of planning with responsibility for the strategic planning process and critical cross-business unit projects for Tribune's newspaper businesses.

Prior to that, Ms Klose was the director of advertising development, leading major initiatives impacting Tribune's newspaper operations. She also served as director of business development for the *Chicago Tribune* and director of strategy for the Tribune's classifieds business where she played a key role in identifying, negotiating and integrating several key online classified partnerships.

Released by News Limited Corporate Affairs

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