



Media release: Wednesday June 9, 2010

Gloria Poulakis appointed Group Publisher

News Digital Media's chief executive of content and commercial, Ed Smith, today announced the appointment of Gloria Poulakis as group publisher.

Starting in her new role today, and reporting to Mr Smith, Ms Poulakis will have responsibility for –

- national news website news.com.au
- the digital vertical sections - Business, Money, Entertainment, Travel and Technology - which are syndicated across the company's news websites
- Newsource, which collates, manages, licences and distributes content from News Limited publications to local, national and international clients

Ms Poulakis, current general manager of carsguide.com.au, succeeds Sigrid Kirk who has been appointed News Limited's chief product officer – digital.

Mr Smith said "It is fantastic to have someone of Gloria's calibre join the team. She has done an outstanding job at Carsguide, developing class-leading content and functionality, and overseeing a significant increase in traffic and revenue.

"Her strong business skills will be a great asset as we develop the product, editorial and commercialisation roadmap for news.com.au and the syndicated verticals."

Ms. Poulakis joined carsguide.com.au as head of product in July 2006, being promoted to general manager in July 2008.

Prior to News Digital Media, Ms Poulakis spent eight years at Fairfax Digital's Drive.com.au as product director after a period working for the then Fairfax Digital property citysearch.com.au.

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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. It is Australia's #1 publisher of news and information.

Its network includes news.com.au, truelocal.com.au, careerone.com.au, carsguide.com.au, mosstix.com.au and the websites for News Limited's newspapers including *The Australian*, *The Daily Telegraph*, *Herald Sun*, *The Courier-Mail* and *The Advertiser*.

News Digital Media is the online division of News Corporation's Australian subsidiary News Limited.

News Digital Media is a carbon neutral company.