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GETPRICE APPOINTS MARKETING DIRECTOR

Chief executive officer of Getprice.com.au, Chris Hitchen, today announced David Whiteman as the comparison shopping site's new marketing director.

Mr Whiteman, who commences his role on 1 July, will report to Mr Hitchen.

As marketing director, Mr Whiteman is responsible for driving online, trade and consumer marketing activities for the brand.

Mr Whiteman joins Getprice from Google Australia & NZ where he spent the last three years, first as industry market manager, then moving to head of market insights in 2009.

Mr Hitchen said: "David has worked with some of Australia's most successful online companies and brings a unique blend of traditional and online marketing skills across both consumer and trade. I am confident he will do a phenomenal job in evolving the Getprice product and brand to continue our record of innovation and customer satisfaction."

Mr Whiteman said: "Since its launch five years ago, Getprice has continued to grow from strength to strength and has become a prominent player in the online retail category.

"It is a great opportunity to be joining such an impressive team at Getprice as the business gears up for its next phase of explosive growth. Online shopping in Australia has seen some enormous shifts over the past year and Getprice is in an incredibly strong position as Australia's favourite comparison shopping destination. Getprice's fantastic reputation in the market combined with its drive to innovate make it an incredibly exciting place to be right now."

At Google Australia & NZ, Mr Whiteman was responsible for leading the top-line marketing and sales strategy for the Local & Classifieds industries and directing research and market analysis across the entire business.

Prior to his role at Google, Mr Whiteman was online product manager for Sensis where he played key roles in developing new online business initiatives for the Trading Post.

Mr Whiteman spent five years in marketing management roles from 2000-2005 first as marketing director for Joedriver.com and then Michelin Australia.

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About getprice.com.au

GetPrice.com.au is Australia's leading shopping comparison site. The site allows consumers to make smart, informed purchasing decision by arming them with as much information on a particular product as possible, covering all stages in the consumer buying cycle. Merchants who list their products on GetPrice are trusted, reputable retailers who have met a certain criteria in order to be listed on the site and who undergo regular reviews based on consumer feedback. There are 900 retailers who list on GetPrice and almost 2 million products. GetPrice also has a mobile site and iPhone application for consumers to access and download to allow consumers to compare before they buy on the go.