



**Media Release**

**August 9, 2007**

**Carolyn Bollaci appointed News Digital Media's group sales manager  
for New South Wales**

News Digital Media national sales director Paul Fisher today announced the appointment of Ms. Carolyn Bollaci as News Digital Media's group sales manager for New South Wales.

Effective immediately, Ms. Bollaci will report directly to New South Wales sales director, Danny Bass. She will work closely with News Magazines to develop integrated packages across print and online, she will also manage media agencies and focus on driving new business to advertise on the News Digital Media network.

"Carolyn boasts an impressive background in sales in the Australian, UK and US markets which makes her an invaluable addition to our sales team," Mr. Fisher said.

"She has vast experience in client development and management and we are elated to have her on board to work with the News Magazines to offer tailored integrated offerings to advertisers."

Prior to joining News Digital Media, Ms. Bollaci was sales director for MyTickets and previous to that she was group sales manager for ninemsn. At ninemsn she led a sales team in driving initiatives to achieve national sales goals and build on customer and partner relationships.

Ms. Bollaci has also worked as an account manager for Microsoft in her native United States where she managed key advertising accounts on MSN, providing strategic marketing consultation and worked towards identifying additional revenue generating opportunities.

The appointment comes as News Digital Media continues to enjoy rapid growth as Australia's fastest growing digital media publisher, experiencing 61 per cent growth in Unique Browsers over the last year.\*

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**About News Digital Media**

The operations of News Digital Media (News Limited's digital business), include digital properties NEWS.com.au, truelocal.com.au, CareerOne.com.au, CARSGuide.com.au, moshtix, taste.com.au and related activities involving News Limited newspaper websites, including dailytelegraph.com.au, theaustralian.com.au, heraldsun.com.au, couriermail.com.au, perthnow.com.au, adelaidenow.com.au, themercury.com.au and magazine websites, including vogue.com.au and notebookmagazine.com. News Digital Media

websites are highly interactive and engaging, empowering users through tools and services to consume content.

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\* Source: NNR Market Intelligence - Australia Domestic Traffic July 2006 – July 2007