



Media Release

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NEWS.com.au launches new MONEY section

NEWS.com.au today officially launched its new **MONEY** section, which offers a unique and trusted guide for people who want to make the most of their money.

The comprehensive MONEY section is designed to educate and guide people through decisions they will make in their lives when it comes to money management and investment. The editorial style will focus on everyday financial issues that affect the 'hip-pocket' of consumers.

NEWS.com.au's new MONEY section offers articles, guides, calculators and tools for the following content:

- BANKING
- PROPERTY
- CREDIT CARDS
- SUPERANNUATION
- INVESTING

In addition, the MONEY site will feature stories, ideas and tips on everyday issues such as interest rates, pay rises and how to make the most of them, debt reduction, how to get the best out of the share market and selecting the right financial plan to suit you.

Content on the MONEY site has been tailored according to research results obtained earlier this year. A survey conducted by NEWS.com.au explored consumer concerns in the area of personal finance, revealing that over 93% of respondents believe money management is the most important area of personal finance. The most popular areas of concern were *budgeting and saving, reducing and managing debt, and planning for retirement.*

When it comes to investment, the top three areas of interest for respondents were *property investment, the stock market and managed funds*, with over half of all respondents sighting finance websites as the number one source they use for investment information and advice.

NEWS.com.au MONEY editor, Kate Perry, says the new MONEY section sets itself apart from other money websites, as it appeals to readers of all life stages and of all levels of understanding.

“Our new MONEY section shows a commitment to provide current information & guides to people of all ages looking for investment and money management information” she says. “We have conducted extensive research into areas of money management that the general population believe the most important and of most concern and really adapted our content according to the findings”.

“From a reader perspective, most existing money websites are tailored for a more sophisticated audience, aimed at readers who already have a medium to high level of knowledge in the area of money matters. These sites can be rather daunting, so we have ensured that our content is comprehensive and looks after all money related issues appealing to a wide audience”.

“The extensive range of practical tools, guides and calculators that we offer empower our readers to research and make informed decisions about a host of money-related issues they face”.

“In addition, for advertisers it allows them to integrate their product offerings in contextually relevant environments that are aligned with consumer needs and interests”.

NEWS.com.au’s new MONEY section will have a dedicated editorial and product team to ensure the best product with the most timely information for readers and advertisers is delivered.

To visit NEWS.com.au’s new MONEY section visit:

<http://www.news.com.au/money>

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About NEWS.com.au:

NEWS.com.au is the flagship brand for News Limited’s digital business, News Digital Media. NEWS.com.au provides its readers with engaging and highly interactive latest news and information across entertainment, business and travel from both an international and national perspective. NEWS.com.au also provides readers with easy access to News Limited masthead sites for the best coverage of local and state news, along with, Australia’s leading online sport site. NEWS.com.au not only provides a daily news source but also delivers rich and detailed articles, along with a variety of blogs and user generated forums. NEWS.com.au also give readers access to a variety of useful tools, including travel search through Bezurk.com, activity search through GoDo, movie and gigs guides, currency converter, savings calculator, credit card selector, property loan calculator and company research. NEWS.com.au registered over 2.9 million unique browsers for the month of October 2007 (Source NNR - Market Intelligence News and Weather Category Domestic October 2007) and an annual growth rate of 91% (Source NNR - Market Intelligence News and Weather Category Domestic October 2006 - October 2007).

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