



W H I T E E A G L E
R E S O U R C E S L T D

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Market Announcements Platform
ASX Limited
Exchange Centre
20 Bridge Street
Sydney NSW 2000

Update re Acquisition of Lunalite International

White Eagle Resources Limited (**White Eagle** or the **Company**) is pleased to provide an update with respect to the Company's proposed acquisition of 100% of Lunalite International Pty Ltd (**Lunalite**) (**Transaction**).

Following completion of its \$2.65 million capital raising in early July, Lunalite has made significant progress on the installation of 32 Cross Track Digital Media (**XTD**) systems across the Melbourne underground rail network pursuant to its 7 year contract with Metro Trains Melbourne Pty Ltd (**Melbourne Contract**). The key project milestones which have been achieved to date include:

- Power services run to all 32 XTD system locations;
- Completion of pre-fabrication activities for all 32 XTD systems;
- Initial shipment of 28 screens, being a key component of the XTD system, delivered to Lunalite from manufacturer in the USA;
- Successful installation of the first 13 XTD systems across two separate platforms at each of Melbourne Central and Flagstaff Stations and one platform at Parliament Station; and
- A further 5 XTD systems scheduled to be installed on each of the next 4 weekends until all 32 XTD systems have been fully installed.

In light of the achievement of the material milestones outlined above, Lunalite is on track to complete the installation of the Melbourne Contract both within budget and before the scheduled launch date of 15 October 2014.

In addition to the progress made on the installation of the Melbourne Contract, Lunalite held a general meeting of its shareholders on 21 August 2014 to consider a number of resolutions related to both the Transaction and other administrative matters. Pleasingly all resolutions considered were passed by unanimous consent.

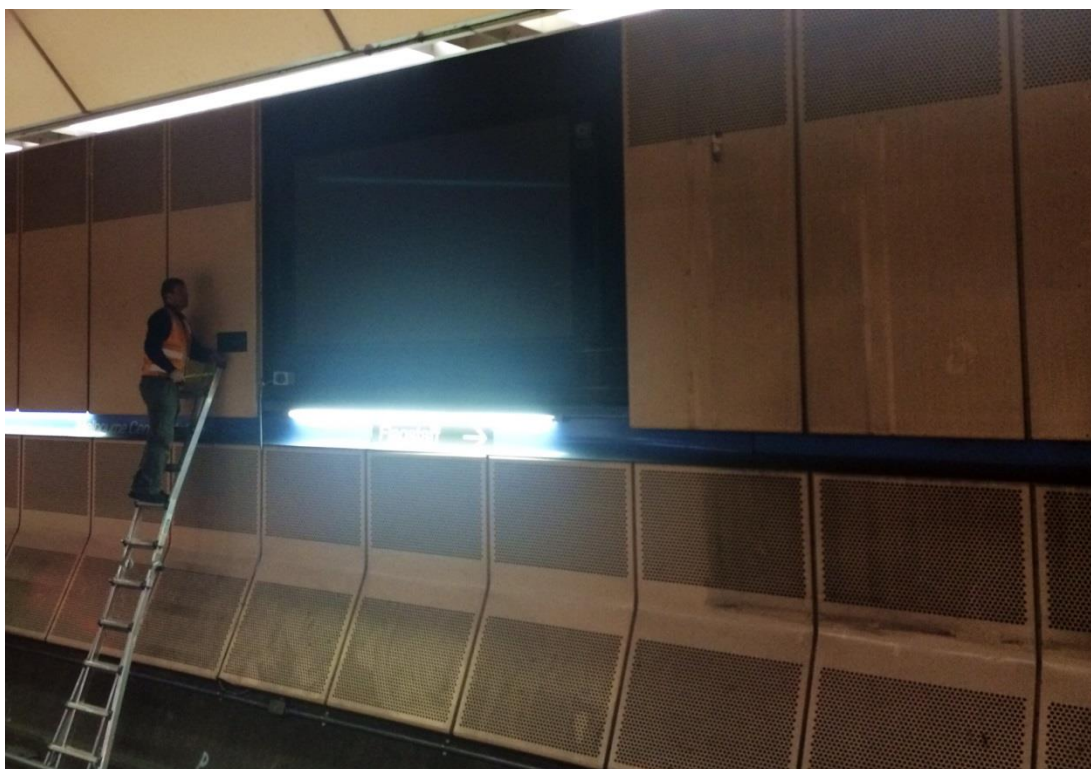


Figure 1: 1 of 6 XTD systems successfully installed to date at Central Station, Melbourne.

Transaction Timetable Update

As set out in the Company's ASX Announcement dated 27 June 2014, the Transaction is subject to a number of conditions being satisfied. The key remaining outstanding conditions precedent are:

- i) Execution of a formal share sale and purchase agreement;
- ii) White Eagle raising a minimum of \$1.0 million in conjunction with re-complying with Chapters 1 & 2 of the ASX Listing Rules; and
- iii) White Eagle shareholder approval.

An updated timetable setting out the expected timings of the achievement of the remaining conditions precedent is set out below. Although not currently anticipated, the Company notes that the timetable may be subject to change.

Event	Date
Despatch Notice of Meeting	24 September 2014
Shareholder Meeting to Approve Acquisition	24 October 2014
Suspension from Trading	24 October 2014
Lodgement of Prospectus and Offer Open	24 October 2014
Offer Close	7 November 2014
Despatch of shareholding certificates	14 November 2014



Satisfaction of ASX re-compliance conditions	20 November 2014
Re-admission to the Official List	21 November 2014

About Lunalite

Lunalite is an emerging service provider to the growing Out-of-Home Advertising (**OOH Advertising**) sector. In Australia in 2013, total revenue from the OOH Advertising Sector was estimated to be \$543.8 million¹ across formats including billboards, street furniture, taxis, bus and tram externals, and airports.

Lunalite's specific initial focus within the OOH Advertising Sector is rail stations. Globally, hundreds of millions of commuters use rail stations everyday and media companies throughout the world understand the financial benefits of advertising to commuters as they wait for their trains, namely:

- Large volume captured audiences with long dwell times; and
- Audience demographics for various locations can be well specified.

Through its proprietary XTD system, Lunalite has designed a solution which gives the advertising market a medium to provide digital advertising to rail commuters from a cross track location whilst they await their train. To date, cross track advertising within train stations globally has largely been accomplished via static media posters which are expensive to print and mount, difficult to maintain / change (by virtue of their location) and losing appeal in a market becoming increasingly dominated by digital alternatives.

The key attributes of Lunalite's XTD system include:

- Custom engineered large format digital LED screens with stereo sound to display TV commercials.
- Wirelessly coupled to a proprietary XTD train approaching system.
- Dynamic content management system software which enables adverts to be changed wirelessly at any time.
- Meets OHS and regulatory requirements to satisfy both government and rail operator requirements as evidenced by completion of successful 6 month trials in both Melbourne and Queensland.
- Offers a server platform to install phase two of the XTD package – “the App” to provide a personalised rail security and direct advertising capability.

Lunalite has already commenced the installation of the Melbourne Contract and estimate a total cost to complete of approximately \$3.5 million.

In conjunction with the installation and commissioning of the Melbourne and Queensland Contracts, Lunalite is undertaking further discussions with various international rail operators and media groups regarding the potential roll out of its XTD system on international rail networks.

-Ends-

¹ Estimated total revenue of the Out-of Home Advertising Sector in 2013 by the Outdoor Media Association (<http://www.oma.org.au/facts-and-figures/industry-performance>)

