

ASX Release

14 May 2015

Company Announcements
Australian Securities Exchange Limited
20 Bridge Street
Sydney, NSW 2000

Appointment of Non-Executive Director

The Board of eChoice Limited (ASX: ECO) today announced it had appointed Mr Tim Burton-Taylor as a non-executive director of the Company, effective immediately.

eChoice Chairman, Mr Gregory Pynt, said a key priority for the Board over the past six months had been assembling the best leadership and governance team to implement the Company's new online-focussed strategy to drive shareholder value.

"As a long term shareholder and supporter of the Company, the directors are delighted Mr Burton-Taylor has agreed to join the Board," Mr Pynt said. "Tim brings with him over 35 valuable years of experience in the retail and service industries."

Mr Burton-Taylor's experience includes establishing Hoed Mystery Shopping (now Hoed Research) in 1986, a pioneer in helping companies enhance the customer experience in the Services industries. He was instrumental in the creation of the international industry organisation, MSPA – Asia Pacific to strengthen ethics and education in the Mystery Shopping sector.

Mr Burton-Taylor is a partner in Lin and Barrett Lingerie and is a past Chairman of the ASX-listed Hamilton James & Bruce Group Limited.

Dustine Pang
Company Secretary

