

A member of Bernard Hodes Global Network

Level 1, 7 Kelly Street Ultimo NSW 2007
TEL: 02 8524 8500 FAX: 02 8524 8700

PO Box 601 Broadway NSW 2007
www.adcorp.com.au

ADCORP AUSTRALIA LIMITED
ABN 72 002 208 915

ADCORP AUSTRALIA LIMITED
Adcorp Awarded Federal Government Contract
Wednesday 6 May 2009

Adcorp Australia today announced that it has been awarded the Federal Government's Non-Campaign Advertising Contract.

The Contract will cover Recruitment Advertising as well as Public Announcements for all Federal Government Departments and Statutory Authorities.

The Contract is for a three year period from 1 June 2009, with a potential for two extensions, each of one year. Historically, spend for this contract has been approximately \$60-70m annually.

This win for Adcorp in a competitive tender process comes after similar success over the past 18 months in securing non-campaign contracts with both the New South Wales and Western Australian Governments. "In each case, Adcorp's state of the art Connect2 has been a key factor", said Managing Director, Mr Peter James.

"The Federal Government Non-Campaign Contract is the largest of its type in Australia. Adcorp will be working closely with the Department of Finance to introduce efficiencies in the management of non-campaign advertising", said Mr James.

"Adcorp's success in securing this contract is testament to the investment made over many years in people and technology, with the objective of being a leader in this sector", commented Mr James.

Founded in 1981, Adcorp is an integrated Marketing Communications company providing comprehensive agency services to leading organisations in Australia and New Zealand. Adcorp develops effective strategies in all areas of marketing communications including digital, media and creative, through a network of 12 offices.

For further information concerning this release, please contact Peter James, Managing Director
– Adcorp Australia Limited on + 61 2 8524 8500.

Peter James
Managing Director