

4 September 2009

ASX Announcement & Media Release

The Manager
Company Announcements Platform
Australian Securities Exchange
20 Bridge Street
SYDNEY NSW 2000

Dear Sir or Madam

Mitchell Communication Group– Acquisition of Perth Media Agency

The Mitchell Communication Group (“MCU”) has today announced the acquisition of the business of a Western Australian media buying agency, headed by Mr Alan Matthews.

The acquisition by MCU instantly elevates the Group to the position of Western Australia’s largest media buyer.

Mr Stuart Mitchell, Chief Executive Officer, Mitchell Communication Group described the acquisition as strategically significant.

“We expect this acquisition to add \$70 million per annum to Mitchells’ billings and see us become the biggest player in the WA marketplace,” he said. “It further bolsters our management capacity and industry standing, allowing Mitchells to offer its clients superior strategy, great service and negotiate the best rates”.

The acquisition of the business will not involve any borrowings. Further and as part of the acquisition Mr Alan Matthews has also entered into a 5 year employment agreement with the Group.

Yours sincerely



Stuart Mitchell
Chief Executive Officer