



Nic Cola appointed as CEO Marketplaces

Sydney, 18 March 2011 – Fairfax Media Limited (FXJ:AU). Today, Fairfax Chief Executive and Managing Director, Greg Hywood, announced the appointment of Mr Nic Cola to the position of CEO Marketplaces, responsible for the Group’s digital transactions and classified advertising businesses.

In making the announcement Mr Hywood said “I am delighted that Nic has agreed to accept this key strategic position in the Fairfax management team reporting to me.

“Nic knows our business very well and is one of our most experienced and talented executives. He started with the company in 1986 and has held a wide-range of positions. Most recently, Nic has been Chief Operating Officer of Fairfax Digital. In this role, he has played a vital role in driving growth across our online assets.

“Our classified and transaction businesses - Drive, MyCareer, Domain, RSVP, Stayz, InvestSmart, OMG, Australian Property Monitors, Commerce Australia, TenderLink and the recently acquired Occupany - are a significant component of our strategy.

“As I have signalled, we will be growing our digital transaction division through organic growth and acquisition in the years ahead. Classifieds remain an area of great opportunity because of the strength of our brands and audience reach.

“Through his Fairfax Media career, Nic has developed a deep expertise in our transaction and classifieds businesses and I am confident this experience will serve us very well as he takes on this challenging and exciting role.”

The appointment is effective immediately.

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