

INFOMEDIA EXECUTIVE CHAIRMAN RICHARD GRAHAM TO RETIRE WITHIN THE NEXT 12 MONTHS

Wednesday, 28 August 2013 – SYDNEY

Global automotive industry IT developer Infomedial Ltd (ASX:IFM) (**Infomedial**) announced today that its co-founder Richard Graham sold 102,464,342 shares, being 99% of his equity interest in Infomedial overnight to a range of institutional investors. Mr Graham intends to retire from his role as Executive Chairman of Infomedial within the next 12 months.

Mr Graham will remain as Executive Chairman until the Board of Directors appoints a CEO to succeed him, after which his current intention is to remain on the Board as Non-Executive Chairman and continue to provide the Board and management with the benefit of his knowledge and experience.

Mr Graham has guided Infomedial's transition from a domestic software importer in 1987 to the global software producer that it is today. In a statement provided by Mr Graham, he said: "I am very proud of my contribution to the work of Infomedial and of the many fulfilling relationships I've been rewarded with both inside and outside of the Company and I remain positive about the outlook and growth prospects of the Company going forward.

"My reasons for selling my shares are personal and in no way reflect my belief in the fortunes of the Company in which I have the greatest confidence."

Infomedial Director, Fran Heron, said today that the Board sees this as an appropriate time to make a generational change. "The Company is on firm ground with a clear vision for the decade ahead, and the Board, including Richard, has confidence in the Company's future," Ms Heron said.

Ms Heron also confirmed that the Board will commence a search process to identify candidates for the role of CEO. "Both internal and external candidates will be considered to ensure that the right person is appointed to the position," she said.

Mr Graham said: "The Board is committed to leveraging Infomedial's cloud-based delivery platform as it transitions to a stronger, ubiquitous OE data and services company. We will select a CEO to work with the Company's senior leadership team in the performance of this goal."

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About Infomedial: Infomedial Ltd is a publicly-listed company on the Australian Securities Exchange (ASX symbol "IFM"). It is a leading supplier of information solutions to the parts and service sector of the global automotive industry. Infomedial's business solutions are currently used each business day by over 147,000 dealership personnel. They are produced in more than 30 languages and at work in 186 countries. Their powerful search functions and intuitive, user-friendly interface helps boost efficiency, profitability and customer retention for OE Parts and Service Departments.

Infomedial's Electronic Parts Catalogues (EPCs) allow dealers to quickly identify replacement parts manufactured by the world's leading automotive companies. The Company is also utilizing its

technology and expertise to produce EPCs for other industries such as appliances and industrial equipment.

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