PIE APPOINTS NEW CEO

PieNetworks Ltd today announced that Mr Craig Turner would be appointed Chief Executive Officer of the company, effective immediately.

Mr Turner has been in the role of acting CEO since the departure of Mr Campbell Smith. Pie Chairman, Mr Justin Milne, said, "Craig is, without doubt, one of Australia's most experienced and knowledgeable internet senior executives. Over the last 20 years or so he has had responsibility for a large range of Telstra's broadband, wireless and voice products. His experience, coupled with the great team we have in place at Pie, will be invaluable to us as we fine tune our strategy and product offerings to capitalise on the rapidly expanding WiFi market in Australia."

Mr Turner said, "I am very enthusiastic about helping businesses with an established "bricks and mortar" presence to utilise Internet and WiFi technologies, kiosks, and customer owned devices to engage better and more profitably with their customers. I think the PieNetworks team is very well positioned to help Australian businesses go on that journey, so of course I'm very pleased to be able to take on the role of CEO with Pie".

Mr Turner has more than twenty years experience in the telecommunications industry, the last ten years with Telstra in senior management positions responsible for product development, product management and strategy. Most recently he was Executive Director, Fixed Voice and Broadband Products & Applications, and in that role was responsible for lifecycle product management and product development across fixed voice (PSTN Telephony), consumer fixed broadband, Telstra Pay-TV (FOXTEL resale), and consumer online applications. He initially joined Pie Networks in July of this year in the role of Chief Marketing Officer to lead the company's product marketing program, and to work with key customers to interpret and align their business requirements with the company's product capability and future roadmap. Mr Turner has a Bachelor of Science and Bachelor of Engineering from University of NSW, and Master of Engineering Management from University of Technology, Sydney.

Yours sincerely

Justin Milne
Chairman

For more information please contact Justin Milne (Chairman) on +61 8 9444 9088 or visit the web site www.pienetworks.com