



# SYNERGY EQUITIES GROUP

THE ASIA PACIFIC LEADER IN SECURE EMAIL

ASX / MEDIA RELEASE

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## APRIL 2009 EASTERN SEABOARD SMX WORKSHOPS / DISCOVERY SESSIONS

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Synergy Equities Group Limited ("SYNERGY", ASX : SYG) is pleased to advise the entities / organisations that its wholly owned subsidiary Data-inCrypt® held SMX workshops / discovery sessions for in Sydney and Melbourne (as foreshadowed in the ASX announcement of 20 Apr 09) last week included:

**NSW Independent Commission Against Corruption (ICAC)** ([www.icac.nsw.gov.au](http://www.icac.nsw.gov.au))

The Independent Commission Against Corruption (ICAC) was created by the Independent Commission Against Corruption Act 1988. It has the authority to investigate any matter involving public sector corruption in NSW. Its aims are to protect the public interest, prevent breaches of public trust and guide the conduct of public officials.

Data-inCrypt® held an SMX workshop / discovery session for ICAC's Executive Director, Corporate Services and Manager, Information Management & Technology. Being a Government agency, ICAC represents an immediate target for SMX once Common Criteria certification has commenced.

**Wesfarmers Insurance** ([www.wesfarmersinsurance.com.au](http://www.wesfarmersinsurance.com.au))

Wesfarmers first started insurance operations in 1919 as a rural insurer. In October 2003 it acquired Lumley Group and formed Wesfarmers Insurance. Based in Sydney, Wesfarmers Insurance comprises three general insurance underwriters, two insurance brokers and various other insurance and financial services businesses operating in Australia, New Zealand and the United Kingdom. Wesfarmers Insurance has over 150 locations in Australia, New Zealand and the United Kingdom and employs more than 3,000 people.

Data-inCrypt® held an SMX workshop / discovery session for Wesfarmers Insurance's Security and Risk Manager, who indicated that SMX would be tabled as a potential project in the second half of calendar year 2009.

**Project Management Institute – Australian Chapters**      ([www.pmichapters-australia.org.au](http://www.pmichapters-australia.org.au))

Established in 1969 and headquartered outside Philadelphia, Pennsylvania USA, the Project Management Institute (PMI) is the world's leading not-for-profit project management professional association, with over 125,000 members worldwide. The first PMI Chapter in Australia was formed in 1996 and today there are Chapters in Adelaide, Brisbane, Canberra, Melbourne, Perth and Sydney. The activities of the individual Chapters are coordinated through the Australian PMI Council (APC).

Data-inCrypt® held an SMX workshop / discovery session for a pre-eminent Board member of PMI's Sydney Chapter, who acknowledged a need for SMX within PMI and committed to prepare a formal requirements document for presentation to other Board members within the next month.

**AXA Australia**      ([www.axa.com.au](http://www.axa.com.au))

AXA Australia ("AXA") is a member of the Global AXA Group, one of the largest financial services groups in the world with an enviable track record in meeting the superannuation, investment and insurance needs of more than 65 million customers worldwide. As the market knows, Data-inCrypt® was asked to complete a customised technical design for an in-house SMX solution (the ASX announcement of 27 Nov 08 refers). Subsequent to the provision of that design, AXA has delayed its implementation of SMX due to the current global financial situation.

Data-inCrypt® met with AXA's Information Security Manager (Information Systems), who reiterated AXA's desire to proceed with the SMX project once capital expenditure funds are made available.

**Australian Football League**      ([www.afl.com.au](http://www.afl.com.au))

An Australian Icon, the Australian Football League (AFL) is one of the largest sectors in Australia's sport and recreation industry. The game is Australia's premier spectator sport attracting more than 14 million people to watch all levels of the game across all communities. Participation continues to expand, with a total 638,000 registered participants nationally in 2007, an increase of 9.8% on the previous year. Defined as an industry, the game contributes in excess of \$1 billion annually to the Australian economy according to independent research. The AFL commands high levels of corporate sponsorship, massive media coverage for 12 months of the year and huge attendances.

Data-inCrypt® held an SMX workshop / discovery session for the AFL's Manager, Information Technology who acknowledged a definite need for SMX within the AFL corporate office, state bodies and the AFL clubs themselves. He committed to holding discussions in this regard with AFL executives to be followed by a further meeting with Data-inCrypt® in three to four weeks time.

**Shannon's Way**      ([www.shannonsway.com.au](http://www.shannonsway.com.au))

Shannon's Way, in its 16 year journey, has evolved from a traditional advertising agency to Australia's leading Social Marketing Communications Company focused on attitude and behavioural change campaigns that stimulate action. Together with its client partners, Shannon's Way has created and implemented some of the most ground breaking behavioural change programs in Australia.

Data-inCrypt® held an SMX workshop / discovery session for Shannon's Way's Finance Director, who has requested Data-inCrypt®'s assistance in the review of Shannon's Way's email architecture, and the preparation of a corresponding strategy for the security and integrity of its email going forward.

**Wirelessworx**      ([www.wirelessworx.com.au](http://www.wirelessworx.com.au))

Wirelessworx has 28 years of experience in successfully bringing new solutions to market, focussing on Point of Service systems through to advanced online transaction processing involving non technical users, high throughput and mission critical transaction systems. Wirelessworx's security specialisation has been developed through remote database integration work with Oracle and high performance scalability development work in the gaming industry.

Data-inCrypt® held an SMX workshop / discovery session for Wirelessworx's Managing Director. Data-inCrypt® and Wirelessworx will be holding further discussions and intend to explore potential synergies with regards to both companies' technology and customer bases in the coming months.

**Etihad Stadium**      ([www.etihadstadium.com.au](http://www.etihadstadium.com.au))

Etihad Stadium, formerly known as Colonial Stadium and then Telstra Dome, is a multi-purpose facility designed to cater for major sporting and entertainment events, as well as social, business and private functions. The stadium is situated in the heart of Melbourne's Docklands, just minutes from the CBD. Etihad Stadium is the only football stadium in the Southern Hemisphere with a fully retractable roof. Since opening on 09 March 2000 more than 19-million people have passed through the venue's turnstiles.

Data-**inCrypt**<sup>®</sup> held an SMX workshop / discovery session for Etihad Stadium's Chief Financial Officer, who acknowledged a real need for SMX and committed to conducting internal discussions at Etihad Stadium prior to a further meeting with Data-**inCrypt**<sup>®</sup>.

**The Arts Centre**      ([www.theartscentre.com.au](http://www.theartscentre.com.au))

The Arts Centre is the flagship of the performing arts in Victoria, and the focal point of Melbourne's cultural precinct. It manages some amazing facilities including Hamer Hall, the Sidney Myer Music Bowl, the State Theatre, the Playhouse, the Fairfax Studio, the ANZ Pavilion, and the Black Box; plus extensive technical and production facilities, rehearsal and dressing rooms, administration, food and beverage outlets, art collections, gardens and a host of support services making it a round-the-clock operation.

Data-**inCrypt**<sup>®</sup> held an SMX workshop / discovery session for The Arts Centre's Manager Safety & Security and Chief Information Officer, who both confirmed a need for SMX within The Arts Centre's security and corporate staff, and committed to undertake internal discussions at The Arts Centre prior to a further meeting with Data-**inCrypt**<sup>®</sup> in three to four weeks.

In addition to demonstrating SMX secure registered email, SYNERGY showcased its latest investor presentation to several national media outlets during the week (as foreshadowed in the ASX announcement of 20 Apr 09).

SYNERGY looks forward to keeping the market informed.

Yours faithfully

Ronald Moir  
**Managing Director**  
**SYNERGY EQUITIES GROUP LIMITED**

