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## ASX ANNOUNCEMENT

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### MPOWER LAUNCHED

**Sydney – 13 July 2009 – Tag Pacific Limited (ASX: TAG) (NZX: TPC)**

Tag Pacific Limited subsidiaries M+H Power and Advanced Power have announced the next stage of their phased development and expansion with the launch of MPower, a new brand and corporate structure that unites the Group's offering of stored, emergency, generated and green power solutions. A press release setting out details is attached.

The move includes a restructure currently being implemented whereby MPower Group Pty Limited will become the parent company for the M+H Power and Advanced Power businesses, which are being reclassified into eight discrete and specialised business units across multiple geographies. The restructure is expected to be completed by the end of July 2009 and includes a buy-back of a number of minority shareholdings. Following the restructure and buy-back, Tag will hold a 60% interest in MPower Group Pty Limited, an increase from its existing 57% interest in M+H Power.

**ENDS**

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### **M+H Power and Advanced Power re-brand to create: MPower**

*Leading providers of stored, emergency, generated and green power solutions consolidate brands under one umbrella*

**Sydney – 13 July 2009** – M+H Power and Advanced Power, leading providers of innovative and dependable power solutions in Australia and New Zealand, have undergone an identity re-vamp to form MPower. The re-brand, driven by over 14 years of rapid expansion and a series of strategic acquisitions, ensures its offering of stored, emergency, generated and green power solutions is now represented by a single identifiable brand. The new identity includes a new name, company logo, website and corporate colours – designed to reflect the group's reputation for expertise in power solutions.

The move provides the group with a new platform for future growth and development. Plans are well advanced to build on the group's solid history and strong track record in all manner of power solutions. The new MPower brand spearheads these initiatives.

The MPower brand brings consistency to the group's broad portfolio of power solutions. MPower's market offering comprises solutions with a focus on stored, emergency, portable, green and military power together with power conversion, project and service capabilities.

The group, which has witnessed exponential growth from humble beginnings in 1995 to annual revenues now approaching A\$50 million, will offer its own iconic brands under the MPower umbrella, including:

- Advanced Power™
- M+H Power™
- Leda™
- Ultimate™
- Powerblock™
- Bardic™
- Westpower™
- Nikko™
- Hushmate™
- Workmate™
- PowerHouse™

A proud Australian-owned company, MPower is responsible for a large portion of Sydney's CBD standby generators, many of which were called on in recent power outages across the city.

Commenting on the company re-brand Paul Sharp, MPower Managing Director said: "We are excited to be launching our new identity into the marketplace. We strongly feel the MPower brand reflects the core values of our business and will improve our ability to deliver value and understanding to our customer base. Today, we represent an unbeatable range of leading brands and deliver our innovative and dependable power solutions to an extremely diverse customer base. Our expansion has given birth to MPower which brings together our entire offering under the one roof."



Concluding, Sharp said: “As always, we’ll continue to offer the widest range for every application. We’re known for our iconic brands and passion for engineering precision and innovative solutions. Our strength lies in our flexibility to deliver custom designs and standard solutions through our experienced engineering staff, competitive pricing and customer focused delivery.”

The new MPower guarantees to deliver reliable power solutions for every purpose. Since its establishment the group has grown from less than 10 employees to over 100 today, with nine branches across Australia, New Zealand and Fiji.

MPower’s key projects in recent times include successfully delivering innovative and dependable power solutions for the Australian Defence Force, Commonwealth Bank, and the MLC Centre in Sydney, to name a few.

Please visit the new website at [www.mpower.com.au](http://www.mpower.com.au).

**ENDS**

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**About MPower**

MPower is a leading provider of innovative and dependable power solutions in Australia and New Zealand. We provide a diverse range of stored, emergency, generated and green power solutions for every purpose. The group has evolved as a result of a series of acquisitions since its inception in its current form in 1995. Elements of the group date back over 75 years to McKenzie & Holland in New Zealand. MPower is majority owned by Tag Pacific Limited, an investment company listed on the Australian and New Zealand stock exchanges.

The company has a broad distribution network across Australia, New Zealand and Fiji. It offers a vast range of power solutions to an equally diverse range of customers, from mining companies, small businesses to electrical wholesalers. The solutions offered include batteries and chargers, power electronics, uninterruptible power supplies, portable generators, emergency lighting, solar power products, standby power systems and military specification generators.