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ASX Announcement & Media Release

The Manager
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Australian Securities Exchange
20 Bridge Street
SYDNEY NSW 2000

Dear Sir or Madam

Mitchell Communication Group – Acquisition of Insite Organisation

The Mitchell Communication Group (“MCU”) has today announced the acquisition of integrated marketing and communications agency Insite Organisation (“Insite”).

Insite specialises in four key areas:

- Adding value to advertising campaigns with events, in-program content, PR and sponsorship;
- Sponsorship management and leveraging and talent management;
- Specialist public relations services; and
- Digital publishing.

Headquartered in Sydney and having representation throughout Australia and New Zealand, Insite has a blue chip client base and recognised expertise in multi-dimensional, integrated marketing and communications. The acquisition, which is complementary to the Group’s existing stable of services, adds further operational and management leverage to Mitchell Communication Group’s strong hold in traditional and online media strategy planning and buying; digital creative and technology services; and public relations.

The business will continue to be run by co-Managing Directors Neil Maxwell and Charles Hoatson who have also entered into five year employment contracts with the Group.

Stuart Mitchell, Chief Executive Officer of Mitchell Communication Group, said: “The capabilities of Insite complement the diversified offering of our Group. Neil, Charles and their team are a welcome addition to our Diversified division and we believe their business will be a strong strategic, operational and financial contributor for us.”

Neil Maxwell, Managing Director of Insite Organisation, said: “We’re pleased to be joining a company of Mitchell’s strength and reputation, and look forward to working with other brands within the Group to grow our business and equally that of the Mitchell Communication Group.”

For more information please contact:

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