



Media Release

January 29, 2008

carsguide.com.au signs distribution agreement with Drive.com.au

News Digital Media's automotive classifieds business, carsguide.com.au today announced an online distribution agreement with Fairfax's Drive.com.au.

Under the terms of the agreement Drive.com.au's sales team will handle all online dealer listing sales for distribution on both Drive.com.au and carsguide.com.au.

Dealerships that advertise with both Drive.com.au and carsguide.com.au stand to benefit from the vast reach, huge audience and a larger volume of leads from both sites.

News Digital Media chief executive officer, Richard Freudenstein said, "This agreement with Drive will increase the amount of cars on our site, improve the consumer offering, build traffic and therefore be better for advertising."

"It also extends reach opportunities for dealers, making it easier and more convenient to sell cars in the Australian market and giving them real choice."

Carsguide.com.au currently lists more than 70,000 cars and has more than 790,000 UBs per month.

The agreement will not affect advertisements in carsguide newspaper sections and News Digital Media's network sales team will continue to sell display advertising across carsguide.com.au

Aside from dealer listings, both websites will continue to compete - operating separately and executing individual marketing campaigns. No changes will be made to the look of either website as a result of this announcement.

Carsguide.com.au will continue to build on its leading editorial position - featuring car reviews, photos, finance tools and drawing on the strength of the Carsguide section in News Limited's newspapers.



* Source Nielsen NetRatings Market Intelligence Automotive category Dec 06 – Dec 07

About News Digital Media:

News Digital Media, News Limited's digital business, is Australia's fastest growing digital media publisher. Its operations include digital properties, NEWS.com.au, truelocal.com.au, CareerOne.com.au, carsguide.com.au, moshtix, Learning Seat and related activities involving News Limited newspaper websites, including dailytelegraph.com.au, theaustralian.com.au, heraldsun.com.au, couriermail.com.au, perthnow.com.au, adelaidenow.com.au, themercury.com.au and magazine websites, including, vogue.com.au, taste.com.au and notebookmagazine.com. News Digital Media also has investments in shopping comparison website Getprice, web-based recruitment solutions company Recruitadvantage and Asia Pacific's leading travel search engine, Bezurk.com. News Digital Media informs, entertains, empowers and connects millions of people through compelling and highly engaging digital media properties.

About carsguide.com.au:

carsguide.com.au is News Digital Media's national digital automotive brand featuring comprehensive news and reviews from Australia's leading motoring experts. Additionally, carsguide.com.au provides road tests, motoring tools and a marketplace for online classifieds. carsguide.com.au is also available on mobile phone with carsguide.mobi – the business' off-deck mobile offering.

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