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**NEWS DIGITAL MEDIA APPOINTS NEW GENERAL MANAGER FOR
CARSGUIDE.COM.AU**

The chief executive officer of News Digital Media, Richard Freudenstein, today announced the appointment of Gloria Poulakis as general manager of carsguide.com.au.

Ms. Poulakis, currently acting general manager and head of product for carsguide.com.au, will report to News Digital Media chief operating officer, Nick Leeder.

The appointment, which is effective immediately, sees Ms. Poulakis succeeding Tony Burrett, a founder of the site who left the business in June to pursue other opportunities.

Mr Freudenstein said he was delighted that Ms Poulakis would be taking on the role permanently.

"In recent months, Gloria has proven she is the ideal candidate for the role. She is a results-driven, strategic leader capable of opening additional revenue streams and developing new advertising strategies. Carsguide.com.au will benefit greatly from her leadership."

Ms. Poulakis added: "Over the past couple of months, in the role of acting general manager, I have been inspired by the dedication and enthusiasm of the carsguide.com.au team.

"So I am extremely excited to be stepping into the role on a permanent basis and look forward to working with the team to help carsguide.com.au reach its full potential."

Ms. Poulakis joined carsguide.com.au as head of product in July 2006, with responsibility for managing carsguide.com.au's product offering for both consumers and advertisers.

Prior to News Digital Media, Gloria spent eight years at Fairfax Digital's Drive.com.au as product director after a period working for the then Fairfax Digital property citysearch.com.au.

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