



Media Release

January 18, 2007

Ed Smith appointed CARSGuide.com.au CEO

News Digital Media chief operating officer, Nick Leeder, today announced the appointment of Mr Ed Smith as chief executive officer of CARSGuide.com.au - News Digital Media's motoring classified business.

Effective immediately, the position has been created to oversee the expanding operations of CARSGuide.com.au.

Mr Smith's appointment comes as CARSGuide.com.au experiences record growth. Unique browsers to the site increased by 95 per cent over the past 12 months and the number of car dealers listed on site also increased to more than 1,200.

CARSGuide.com.au is a website designed to help users find, sell and research their next car purchase with more than 70,000 cars for sale, along with comprehensive news and reviews from Australia's leading car experts.

Mr Smith, who was previously head of retail segments at St. George Bank and chief executive officer at Virtual Communities Limited, will be reporting to Mr Leeder.

Mr Leeder said Mr Smith had a proven track record and brought a strategic vision to the position of chief executive officer.

"Ed brings great leadership experience to the role. Online automotive advertising is a rapidly growing category and one that News Digital Media plans to be a more aggressive player in. Ed's appointment, additional management resources and an organisational restructure will allow us to focus on building our position in automotive classifieds," said Mr Leeder.

Mr Smith said it was an exciting time to be joining News Digital Media.

"I am looking forward to working with general manager, Tony Burrett, and the team to further develop their success to date and ensure we capitalise on opportunities presenting the online automotive business," Mr Smith said.

Ed Smith holds a MBA from Monash University and is a graduate member of the Australian Institute of Company Directors.



About News Digital Media:

News Digital Media, the digital arm of News Limited, is a dynamic new media company. News Digital Media oversees the business operations of digital properties, NEWS.com.au, FOXSPORTS.com.au, *truelocal.com.au*, careerone.com.au, in2mobi, Moshtix along with partly-owned realestate.com.au and related activities involving News Limited newspapers, and the Australian versions of Fox Interactive Media sites myspace.com, IGN.com and rottentomatoes.com. News Digital Media has a diverse audience base that enables advertisers to hit many target markets

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