



SIMON SMITH APPOINTED AS MANAGING DIRECTOR OF FAIRFAX CONTENT MARKETING

SYDNEY, 21 November 2013: The Chief Executive Officer of Fairfax Media [ASX:FXJ] Greg Hywood today announced the appointment of Simon Smith as the Managing Director of Fairfax Content Marketing.

This newly-formed division will leverage Fairfax Media's extensive content creation capability across newspapers, magazines, radio, television and online to create a range of content solutions.

Greg Hywood said: "As Fairfax continues its transformation into a more agile, market-leading media business, we have identified content marketing as a major new revenue opportunity. Simon is without doubt the right person to drive the development the business. I have been very impressed by Simon's depth of understanding of the opportunity and his clear vision for the business.

"Since joining Fairfax Media in 2010 as Commercial Director of the former Financial Review Group, Simon has created and developed a number of innovative commercial projects outside of traditional publishing revenue streams. Simon's recent success with the GE Momentum series, Australia 2.0, Westpac 100 Women of Influence, and Financial Review Sunday television show with Channel 9 make him the ideal person to take on this exciting new role."

Simon Smith said: "With many organisations devoting a large proportion of their marketing budgets to content creation, Fairfax Media is ideally positioned to lead the industry as the trusted source of quality information and provider of content creation services. I look forward to leading this business with passion and enthusiasm to help drive Fairfax's future success."

Mr Smith has more than 20 years of media experience across newspapers, magazines, television, radio events and digital.

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Contact:

Brad Hatch
Director of Communications
+61 2 9282 2168