

Media release

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Salmat acquires interactive SMS and IVR service provider

Australia's leading customer communication group, Salmat (ASX:SLM) has today acquired the assets of **Dialect Interactive**, Australia's leading provider of SMS, IVR & Web hosted services. This acquisition further enhances its product offerings to the existing and potential customer base.

Dialect Interactive (Dialect) has over 14 years experience developing and delivering cutting edge interactive and communications services.

According to Salmat's Joint Managing Director, Mr Peter Mattick, "acquiring Dialect enables us to further expand our product offerings to existing clients in all three of Salmat's divisions - Targeted Media, Business Process Outsourcing and Salesforce."

"We have already worked with Dialect in our Targeted Media division to run a successful joint promotional advertising catalogue campaign for a major retailer. And our Salesforce division used Dialect's SMS capabilities to deliver more than 1.5m messages to Census collectors as part of the ABS Census data collection."

"We are determined that our clients can access the best possible customer interactive and communication solutions," Mr Mattick said. "Acquiring Dialect's ground breaking technology enables our clients to interact and communicate with their customers faster, better and smarter."

"The team at Dialect are all very excited to be joining the Salmat group. The acquisition provides Dialect with additional capital and technical resources that will be applied across our entire product range. Having the backing of such a

powerful communication group will allow Dialect to better service our existing blue chip media and gaming customer base whilst opening up exciting new customer opportunities," Dialect Interactive's Chief Executive Officer Mr David Blakers said.

"Equally, in the print business Salmat is acquiring Dialect offerings that enable media organisations to encourage ongoing interactivity with readers, listeners and viewers to achieve better ratings and advertising revenues," he said.

Salmat's Joint Managing Director, Mr Phil Salter said "the acquisition will also provide access to Dialect's excellent client base of advertising, sales promotion and direct marketing agencies".

Strategic acquisitions that have dramatically enhanced Salmat's smart technology offerings to clients have played a major role in the company's successful transition to a modern media company.

Since listing on the Australian Stock Exchange in December 2002, Salmat has successfully bedded down the acquisition of Salesforce to drive sales up 85 per cent last year to \$180 million.

In October 2006, Salmat acquired leading voice recognition and verifications solutions provider VeCommerce to strengthen its technological edge in Contact Centres.

Mr Salter said "we look forward to working with David Blakers and his experienced management team."

About Salmat:

Salmat is Australia's leading customer communication group. We facilitate our customers' contact with their customers – through targeted catalogue distribution, mail-outs or telephone communication.

We have three businesses, all of which are market leaders:

- **Targeted Media** delivers advertising catalogues to homes throughout Australia and New Zealand. Detailed demographic analysis enables us to target the consumers most likely to buy particular products, helping our customers to maximise their sales.
- **Business Process Outsourcing** processes and mails bank and credit card statements, accounts and other customised, bulk mailings in Australia, Hong Kong, Taiwan and the Philippines. We receive customers' electronic data, process it using smart technology, and print and mail statements, providing significant cost savings.
- **Contact Centres** handles inbound and outbound telephone, fax, email and online communications on behalf of our customers, from facilities in Australia and the Philippines. Inbound services include technical support and customer care; while outbound services include telemarketing, direct sales and customer retention. We also facilitate business-to-business and business-to-consumer conversations through a range of sales support services.

Over 27 years we have built a 4,500 strong team, experienced in contributing to our customers' growth through helping them to communicate effectively with their customers. This experience, together with our proprietary systems and technology and our strong customer relationships, secures Salmat's position as Australia's – and increasingly the region's – leader in customer communication services.

About Dialect Interactive:

Established in 1992, Dialect Interactive has maintained its position at the forefront of the interactive services industry by delivering high-quality SMS, IVR and web solutions to media and gaming clients. Today, Dialect provides hosted mobile, voice and digital communication services that compliment and support our client's traditional business drivers.

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