

9 July 2009



Salmat Limited announces appointment of new Chief Financial Officer

Salmat Limited (ASX:SLM), Australia's leading force in one to one communication, today announced the appointment of Mr Chad Barton as Salmat's new Chief Financial Officer. The company makes this appointment following the announcement from current CFO, Colin Wright that he will retire after its AGM in November 2009.

Salmat's Board and management extend their appreciation and best wishes to Colin as he concludes a long and successful career.

Mr Barton will commence with Salmat on August 3rd 2009 and will work alongside current CFO Colin Wright until November 2009.

"We are very pleased to confirm Chad's appointment and the several month crossover period will ensure a detailed and thorough handover," said Chief Executive Officer Grant Harrod.

Chad previously held the CFO Aust & NZ position within Electronic Data Systems (EDS) and prior to this, held senior finance and commercial positions within Singtel Optus Limited, Sun Systems and HIH Winterthur Insurance Limited.

"Chad has a proven ability to manage complex and large finance functions within businesses of scale. In his previous positions he has developed and integrated new financial systems, driven process improvements and provided strategic support to the executive team and board," said Harrod.

Salmat Limited looks forward to welcoming Mr Barton into the organisation.

ENDS

About Salmat

Salmat is Australia's leading force in one to one communication. We facilitate our clients' contact with their customers via an unmatched range of communication channel options – including voice, online, print, electronic and mobile - with comprehensive reporting on measurable results.

We have three key divisions, all of which are market leaders:

Salmat BusinessForce manages outsourced business services for large corporate clients, using high end technology to engage consumers through bulk 'essential' and direct marketing communication, via mail, email or online, both outbound and inbound. The division, which seeks to streamline and improve delivery of these regular services, also uses its data management capability to record, store and cross reference large amounts of archive information for clients in Australia, Hong Kong, Taiwan and the Philippines.

Salmat SalesForce engages in more than 100 million conversations per year for its clients through its contact centres. This division applies world-class technology and a highly trained staff to handle inbound and outbound phone, fax, email and online communication. It also provides face-to-face sales teams on behalf of clients in Australia, New Zealand and more recently in Asia. Tailored voice recognition applications and

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accredited e-Learning training are fuelling further growth through its specialist businesses, VeCommerce and Aframe.

Salmat MediaForce delivers more than 4.5 billion unaddressed items to homes across Australia every year. The division uses up to date lifestyle and geo-demographic data to maximise the effectiveness of each campaign, and employs the latest technology to provide clients with real time campaign reporting and auditing. Furthermore, MediaForce undertakes promotional mobile and interactive voice response campaigns throughout Australia through its digital communication operation Dialect Interactive.

Within MediaForce, Salmat DigitalForce launched Lasoo.com.au in 2007 and is now the premier online pre-shop service for Australia's retailers. Lasoo provides a strong online presence for promoted items and catalogues, while consumers have a single means of assessing the best price and closest location for their desired purchases. Further growth in this developing sector is coming from Salmat's Dynamic Catalogue software product, which creates searchable catalogues on the retailers' own websites.

Over 29 years we have built a 5,000 plus strong team, experienced in contributing to our clients' growth by helping them to communicate effectively with their customers. This experience, together with our proprietary systems and technology and our strong client relationships, secures Salmat's position as Australia's – and increasingly the region's – leader in customer communication services.

For more information about the Salmat Group, please visit Salmat's website at www.salmat.com.au.

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