

**SALMAT**

21 January 2005

ASX Online  
Australian Stock Exchange Limited  
20 Bridge Street  
Sydney NSW 2000

Release by eLodge

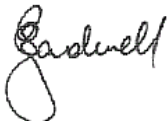
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**Salmat completes acquisition of SalesForce**

In accordance with Listing Rule 3.1, Salmat Limited releases to the market the attached media release in respect of the completion of the acquisition of SalesForce.

Yours faithfully

**Salmat Limited**



Stephen Bardwell  
Company Secretary

21 January 2005  
Media Release

## **Salmat completes acquisition of SalesForce**

Salmat Limited (ASX:SLM) has today completed the acquisition of SalesForce for \$64 million.

All terms and conditions are as previously disclosed.

Salmat's Joint Managing Director, Peter Mattick today said "We are pleased to have completed this acquisition in accordance with the terms of the contract. We welcome SalesForce and all its customers, suppliers and employees into the Salmat Group."

### **ABOUT SALMAT**

Salmat is one of Australasia's largest customer contact companies specialising in data management, data and market analysis, electronic printing of essential mail, electronic bill presentment and payment, customer targeting and delivery of advertising material, call center solutions and fulfilment.

Through its three operating divisions, Business Process Outsourcing, Targeted Media and Customer Contact Solutions, Salmat reaches nearly every household in Australia and New Zealand and provides end-to-end customer communication solutions for many of Australia's blue chip corporations and government bodies, and a number of major international companies. More than 3,700 staff are employed by Salmat across 23 sites in Australia and internationally in New Zealand, Taiwan, the Philippines and Hong Kong.

For further information, visit Salmat's web site at <http://www.salmat.com.au>.

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#### **Contact:**

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