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MEDIA RELEASE

Lasoo Has Australian Retailers and Consumers All Set for New iPad Shopping Experience

Lasoo.com.au has announced that it is first in Australia to launch a retail application for the Apple iPad, enabling Australian users of the new device to search across hundreds of retail catalogues, products, retailers and brands from thousands of outlets.

Developed by the Australian digital marketing leader Salmat, the Lasoo iPad application will enable Australian retailers to rapidly benefit from the engaging and compelling consumer experience.

Americans snapped up more than 300,000 iPads within 24 hours of sale and the device is predicted to ride a similar wave of popularity, becoming the digital hub of every home when it hits Australian shelves.

Shoppers will be able to multi-task across several media platforms – watching television while catching up on Facebook, downloading music, viewing photos, streaming programs to the LCD, reacting to a retailer or brand television advertisement, looking up the latest catalogue of their favourite retailer, or simply browsing by product, category or location - in readiness for a trip to the local shopping centre.

“The Lasoo.com.au iPad app will make the device even more invaluable for the market savvy shoppers who download it and the retail marketing community,” according to the head of Lasoo.com.au, Paul Marshall.

Lasoo iPad users will be able to search across retail products or browse catalogues on the high resolution catalogue viewer, taking full advantage of the 9.7 inch iPad backlit LCD. The integrated accelerometer allows for a seamless transition between a catalogue two-page or single page view, whenever the device is rotated onto its side.

The app covers advertised products from dozens of the country's leading retailers, including Target, BIG W, Coles, Dick Smith, Myer, Toys R Us, ALDI, Officeworks, Repco, IKEA and many more.

The Lasoo store locator makes use of the iPad's integrated GPS functionality to provide customers with directions to the closest outlet, along with a map, contact details and opening hours.

Salmat Limited

ABN 11 002 724 638

Level 17, Innovation Place, 100 Arthur Street North Sydney NSW 2060 Australia

p +61 (02) 9928 6500 f +61 (02) 9928 6652 e info@salmat.com.au w salmat.com.au

“The iPad creates yet another great platform for users to consume catalogue content while in the home and brings with it an exciting new phase of digital media delivery. For consumers, this means online retail searching and browsing is no longer restricted to a computer. It’s available on the mobile phone through m.Lasoo.com.au and the Lasoo iPhone app, and is now offered in high resolution for a superior customer experience on the iPad” says Marshall.

“Lasoo is the leading pre-shopping destination for customer engagement and sends more shoppers into store than any other site. For retail marketers, the iPad complements any robust multi-channel strategy and we are thrilled that Lasoo will be there to support retailers in cost-effectively reaching their customers through new and innovative ways.”

Salmat also provides retailers with the opportunity to extend their digital strategy, offering its leading mobile development services for individual retailers to create their own branded iPad app. Today a number of key retailers are currently using Salmat’s mobile development technology.

The company's Lasoo.com.au iPhone app has enjoyed considerable success following its launch last September, with more than 27,000 downloads since this date, and in excess of 750,000 mobile page views in March 2010.

About Lasoo.com.au

Lasoo.com.au is a website that allows consumers to search and browse the latest advertised products from most of Australian leading retailers, to help them find what to buy and from where, before going in store.

Lasoo is a device agnostic pre-shopping tool that extends the reach and influence of any retail marketing message onto the mobile phone (m.lasoo.com.au) through iPhone iPod Touch and iPad applications, and in search engine marketing through social networks, user-generated social shopping and any display ad network.

Lasoo is a division of Salmat Ltd (SLM), a top 300 ASX-listed business with over 30 years of experience in distributing retailers' promotional material directly to consumers. Salmat has an existing long-standing relationship with both retailers and shoppers.

Lasoo is part of a wider range of digital services from Salmat designed to allow retailers to harness the advertising power of the internet. This includes Dynamic Catalogue, a fully managed and hosted catalogue solution for retailers' websites, making it searchable, browsable, fast loading, discoverable and actionable. Dynamic Catalogue is the leading catalogue viewing technology in Australia.

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