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## MEDIA RELEASE

### **Nick Spooner to head up Salmat's new digital business**

*Salmat Digital – Australia's leading integrated digital communications provider*

Salmat today announced that Nick Spooner will head up Salmat's newly formed digital business - **Salmat Digital**. The new business bolsters Salmat's existing broad communications spectrum and brings together all of the company's digital capabilities, including digital businesses recently acquired, into a digital communications centre of excellence.

**Salmat Digital** will cater for Australia's increasing appetite for digital customer communication, including online, interactive and mobile services. Salmat is now Australia's leading integrated digital and multichannel communications provider.

"I am very pleased to announce the appointment of Nick Spooner today as Chief Executive Officer of Salmat Digital. Nick is recognised as one of Australia's leading digital executives, with over 15 years experience in the digital media and communications sector, including as Chief Digital Officer at Channel 10 and Chief Operating Officer at Ninemsn," said Grant Harrod, Salmat Chief Executive Officer.

"Nick has an excellent track record in launching consumer-led digital media platforms for some of Australia's leading media and communications companies. We are delighted to have Nick join Salmat to head up our rapidly expanding digital communication services business and lead its growth and expansion.

"Nick will be charged with further accelerating Salmat's digital strategy by leveraging our existing portfolio of digital services into our substantial client base and by launching new digital solutions to help businesses find, acquire, grow and retain customers," he said.

**Salmat Digital** offers an impressive suite of communication services and capabilities including, online content management, web development, search optimisation, e-commerce, social media services, interactive email, SMS, mobile applications and Australia's premier online pre-shopping site Lasoo.com.

"**Salmat Digital** is the natural evolution in Salmat's expanding multichannel communications portfolio. We now have the most comprehensive integrated digital communications capability in Australia with the largest team of dedicated digital communication professionals," said Mr Harrod.

"Businesses can no longer rely on just one communication channel to engage consumers. As Australians embrace new technology, demanding real-time information, businesses are shifting to combine multiple channels to reach consumers and stay ahead of their competitors.

"Australian retailers are recognizing the significant value of utilizing digital communication channels to build stronger and more engaged relationships with their customers and Salmat is best positioned to assist them on this exciting journey," he said.

#### **Salmat Limited**

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## About Salmat

For more than 30 years, Salmat has been at the cutting edge of technology innovations, constantly evolving and innovating to help businesses find, acquire, grow and retain customers in an ever-increasing competitive environment.

Salmat is Australia's leading marketing services provider specialising in targeted customer communication solutions. Salmat facilitates their 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.

For more information about the Salmat Group, please visit [www.salmat.com](http://www.salmat.com).

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