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## MEDIA RELEASE

### **Salmat to deliver Woolworths Ltd. catalogues for a further 3 years**

Salmat Limited is pleased to announce that it will continue to provide catalogue distribution services to Woolworths Limited for Australia and New Zealand for a further three years until June 2014. The agreement covers all brands in those jurisdictions owned by Woolworths Limited.

“Our relationship with Woolworths spans over two decades and this decision is further proof that Salmat’s catalogue distribution model is the most robust and reliable network in Australia and New Zealand. Woolworths are a key strategic partner and I would like to thank them for continuing to put their trust in Salmat,” said Grant Harrod, Salmat’s Chief Executive Officer.

Catalogues are a core marketing service for nearly every major retailer in Australia. This highly targeted and effective media channel continues to grow and deliver a reliable uplift in sales and store traffic.

As the push to digital solutions intensifies, Salmat is staying ahead of the game, delivering multichannel digital solutions including email, mobile and online through lasoo.com. This compliments our core offerings to Woolworths in catalogue distribution services as we continue to grow our partnership.

#### **About Salmat**

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).

#### **Media contact**

**Josh Faulks**, Salmat  
+61 412 202 557, [josh.faulks@salmat.com.au](mailto:josh.faulks@salmat.com.au)

#### **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](mailto:info@salmat.com.au) w [salmat.com.au](http://salmat.com.au)