



Media release

28 June 2006

ACP Media appoints new Commercial Director

ACP Media today announced that it has appointed Chief Executive of the Wellington Rugby Football Union Malcolm Holmes to the new position of Commercial Director. Mr. Holmes joins ACP Media's senior executive team, and will focus on driving advertising sales and client solutions. He will commence with ACP Media in early October 2006 and report directly to Chief Executive Heith Mackay-Cruise.

"Over the last two years we've expanded steadily through acquisitions and organic growth. Malcolm's appointment will support further growth and make sure that both our customers and ACP Media as a business get the most out of our wider offering going forward," said Mr. Mackay-Cruise.

As Commercial Director, Mr. Holmes will draw on his experience across a range of sectors to help grow the capabilities of ACP Media's advertising sales teams and further enhance the company's advertising packages.

"Malcolm has an impressive track record and his successes across different industries show that he has great business instincts. He is also strongly customer-driven, which is essential for us as a company focused on both media consumers and advertisers," said Mr. Mackay-Cruise.

During his five and a half years as Chief Executive of the Wellington Rugby Football Union, Mr. Holmes has delivered strong growth in revenue and profits. Before this he led stand-out domestic and international export performances as the manager of the commercial division of Carter Holt Harvey Tissue (subsequently sold to Sancella Limited), and the Managing Director of Woollyarns Limited.

As well as driving key revenue streams, as Commercial Director for ACP Media, Mr. Holmes will also help to further integrate the company's portfolio of magazines and websites, being responsible for advertising sales teams (print and online), creative solutions, research and currency development.

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For further information, contact:

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Bio: Malcolm Holmes

Malcolm Holmes has been appointed the Commercial Director of ACP Media. He will be responsible for the performance of ACP Media's advertising sales teams and the development of advertising products for ACP Media's extensive portfolio of print and online media products.

For the last five and a half years, Malcolm has been the Chief Executive of the Wellington Rugby Football Union, where he has delivered strong growth in revenue and profits. Before this he led stand-out domestic and international export performances as the manager of the commercial division of Carter Holt Harvey Tissue (subsequently sold to Sancella Limited), and the Managing Director of Woolyarns Limited.

Malcolm holds a Master of Business Administration from Massey University.

ACP Media

ACP Media is New Zealand's leading magazine publisher. The company's ACP Magazines division publishes some of the country's most popular magazines, including *Woman's Day*, *The Australian Women's Weekly* and *Next*, new titles *Taste* and *FQ Men*, and iconic titles such as *Metro* and *North & South*. ACP Media's Trader Group includes *Auto Trader*, *Deals On Wheels*, *Motorcycle Trader & News*, *Trade-A-Boat* and *Buy Sell & Exchange*, as well as a number of associated online services including *sellmefree.co.nz* and *autotrader.co.nz*. ACP Media's Property Classifieds division publishes a range of real estate advertising titles including *Property Press* and *Real Estate* magazines as well as *propertypress.co.nz*. ACP Media operates a national distribution network through its division Netlink Distribution Company, which distributes publications to retailers across the country. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of Publishing and Broadcasting Limited.

www.acpmedia.co.nz