

BlueFreeway (ASX: BLU) Announcement

IPMG becomes significant investor in BlueFreeway

Sydney, Australia – Friday 4 April 2008 BlueFreeway Limited, a leading group of digital and interactive marketing communications companies, today announced the appointments of Mr Michael Hannan as Non Executive Chairman and Mr Kevin Slaven as Non Executive Director to the Board following the increase in the shareholding of Independent Print Media Group (IPMG) to 19.9% of the company's issued share capital. The increase was effected by a crossing of 15% of issued capital at a price of \$52.5c per share.

Michael Hannan is Group Managing Director of IPMG, one of Australia's largest privately owned media groups. IPMG owns and operates Australia's second largest printer which has operations in Queensland, New South Wales and Victoria and employs over 1,600 staff with an annual turnover in excess of \$500m. It also has substantial property and digital media assets.

Kevin Slaven is a Chartered Accountant with over 20 years experience in senior finance positions across the media, IT, print and forestry industries. Kevin is currently the Chief Financial Officer of IPMG.

Interim Executive Chairman Mr Greg Daniel AM said:

"I welcome the new appointments and believe that IPMG brings the following benefits to the company:

- a distinguished 70 year history in media and advertising;
- deep relationships with all major Australian corporate advertisers and agencies;
- conservative business governance and practices;
- strong business acumen and reputation for independence.

Having overseen the restructure process I will step down as Interim Executive Chairman and welcome Mr Hannan's appointment as Non Executive Chairman of BlueFreeway"

The Hon. Nick Greiner AC, Danny Herceg and Tony Charara will continue as Non-Executive Directors.

The Portfolio companies within the BlueFreeway group continue to perform strongly in line with the forecasts provided to the market in February. The company expects to make further announcements relating to its strategy and financial performance in due course.

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About BlueFreeway www.bluefreeway.com

BlueFreeway (ASX: BLU) is an Australian-based global digital and interactive marketing communications company with stakes in a growing portfolio of digital and interactive marketing specialists, as well as BlueCentral, a leading hosting and business infrastructure company. .

BlueFreeway offers a suite of end-to-end, internet and mobile marketing solutions, to major corporate and government advertisers. The Portfolio Companies in the BlueFreeway group include: Blackglass, BlueArc Group, BlueCentral, Campaign Master, Certifica.com, Clear Light Digital, Cognetis, Communicator, Deepend, Digicon, eHound, Fivia, Holler, IBC Solutions, JSA Digital, MassMedia Studios, Max Australia, Media Synergies, PlanetUtech, Reflexible, SageMetrics, Spectrum Communications, Spin Communications, Tentacle and Viva9