



MEDIA RELEASE

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Independent Digital Media (“IDM”) announces the acquisition of Response Directive

IDM today announces the acquisition of Response Directive.

Response Directive is one of Australia and New Zealand’s leading online advertising networks. Response Directive has offices in Sydney and Auckland representing media across a network of over 100 websites, including Shopping.com, internet.com and AllBlacks.com.

David Burkett, IDM CEO, says: “We are excited about Response Directive joining IDM. Jane Dinneen, Managing Director and Founder of Response Directive, has worked in the UK, NZ and Australia in the online advertising industry. Over the last five years Jane has created a fabulous business representing independent publishers to media agencies.”

“IDM sees significant opportunity in the online advertising market to further bridge the gap between premium independent websites and advertisers by simplifying media agencies access to this growing audience through one central trading point. Our goal is to ensure Response Directive is positioned to be the market leader in this space.”

Managing Director and Founder of Response Directive, Jane Dinneen, says: “I am delighted with the success to date of Response Directive in its rapid growth. Partnering with IDM means we can expedite the growth of the business with IDM support and resource around us and become the market leader in online media representation in both Australia and New Zealand.”

Response Directive will assume responsibility for the representation of IDM websites, including real estate website homehound.com.au, in both markets.

Under the purchase arrangement Jane Dinneen will remain Managing Director of Response Directive, reporting to David Burkett, CEO IDM.

ENDS

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About Independent Digital Media

Independent Digital Media (IDM) is a wholly-owned subsidiary of Independent Print Media Group (IPMG). IDM was founded in 2007 with the charter to build a diversified digital media business across Australia and New Zealand.