



**ASX / MEDIA RELEASE
FOR IMMEDIATE RELEASE
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SAM CHISHOLM APPOINTED TO BOARD OF PBL

SYDNEY: Publishing and Broadcasting Limited (ASX: PBL) Executive Chairman of Publishing and Broadcasting Limited, Mr. James Packer announced today the appointment of Mr. Sam Chisholm as a Director on the Board of PBL. The appointment will take effect immediately.

“With his experience and global expertise in broadcasting, Sam will clearly strengthen the Board,” Mr Packer said.

Mr. Chisholm was the Chief Executive of the Nine Network for 15 years before becoming Chief Executive of British Sky Broadcasting in the UK in 1990. He returned to Australia in 2000.

“PBL is a dynamic company and I am delighted to renew my association,” Mr. Chisholm said.

Mr. Chisholm is Chairman of FOXTEL and has been a member of the Telstra Board since November 2000.

Mr. Chisholm advised that as a consequence of his decision to join the PBL board, it was his intention to stand down from the Telstra board.

ENDS

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BIOGRAPHICAL INFORMATION FOR MR CHISHOLM FOLLOWS

BIOGRAPHICAL INFORMATION - SAM CHISHOLM

Sam Chisholm is a Director of Telstra, the Chairman of FOXTEL, a Director of Australian Wool Services Ltd and The Victor Chang Foundation.

For the better part of the past decade Sam Chisholm was the Chief Executive and Managing Director of British Sky Broadcasting and Executive Director of The News Corporation.

In December 1997 he retired from BSkyB but remained a Director of the company until May 1999.

He was a Director of Tottenham Hotspur Football Club from August 1998 until December 2000.

In 1990 Sam Chisholm joined Sky Television as Chief Executive and led the company through the merger with its competitor British Satellite Broadcasting in November of that year, to form British Sky Broadcasting. BSkyB saw one of the most dramatic turnarounds in broadcasting history and now is the world's most successful satellite pay television operation.

The company floated on the London and New York Stock Exchanges in December 1994 with a capitalisation of £4.4billion. Two and a half years later, with over 6.2 million subscribing households in the UK and Ireland, it had a market capitalisation of around £10 billion, ranking BSkyB in the top 25 companies in Britain and within the world's top 200 public corporations.

In 2002 as the Chairman of FOXTEL, he was responsible for the merger of FOXTEL and Optus, which resulted in the creation of a single pay television platform in Australia.

He was appointed a Life Governor of the Victor Chang Foundation in December 2003. In February 2004 he was awarded an Honorary Doctorate at the Queensland University of Technology.

Before joining British Sky Broadcasting, Sam Chisholm was for fifteen years the Chief Executive and Managing Director of Australia's most successful broadcaster, the Nine Network. Under his leadership the Nine Network went from third and last place in the market to a long-standing position of dominance in programming, ratings and revenue. He is regarded as the most successful executive in Australian television history.

Sam Chisholm 64, was born in Auckland, New Zealand and educated at Kings College, Auckland.