



**ASX / MEDIA RELEASE  
FOR IMMEDIATE RELEASE  
9 May 2005**

**SAM CHISHOLM APPOINTED EXECUTIVE DIRECTOR OF  
PBL'S TELEVISION INTERESTS**

**SYDNEY:** The Executive Chairman of Publishing and Broadcasting Limited (ASX: PBL), James Packer, today announced the appointment of Sam Chisholm as Executive Director of PBL's television interests.

He also confirmed the immediate resignation of David Gyngell as Chief Executive of the Nine Network.

Mr Chisholm's appointment takes effect today. With PBL, Mr Chisholm will begin the search for a new CEO for Nine immediately.

Mr Chisholm will report directly to the Chief Executive and Managing Director of PBL, John Alexander.

PBL's television interests are: Nine Network stations in Sydney, Melbourne, Brisbane and Darwin, 25% of FOXTEL, 50% of Fox Sports, 33% of Sky News, and an option to acquire 50% of Prime Television NZ.

Mr Chisholm was Chief Executive of the Nine Network from 1975 to 1990 before joining British Sky Broadcasting in the UK as Chief Executive. He returned to Australia in 2000.

Mr Chisholm has been a Director of PBL since September 2004. He was Chairman of Foxtel from August 2001 until March this year, when he resigned. He remains on the Board as a Director representing PBL.

Mr Packer said: "With the continued expansion of the group, PBL is now a company with interests in a diverse range of businesses and there is no one better qualified in Australian television than Sam Chisholm - I am delighted he has agreed to oversee the continued development of our television interests in a constantly changing medium".

Mr Packer said: "David Gyngell leaves Nine with a strong team of experienced professional people in place for Sam to take the network forward".

**Further contact:** Mark Westfield, Cosway Australia 0417-411-105

**ENDS**

**COPIES OF RELEASES**

Copies of previous media and ASX announcements issued by PBL are available on the company website at [www.pbl.com.au](http://www.pbl.com.au). After accessing the site click on "Investor Info" at the top of the home page and then on Media Releases.

## **BIOGRAPHIC INFORMATION – SAM CHISHOLM**

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.

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 £4.4 billion. 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 companies.

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 15 years the Chief Executive and Managing Director of Australia's most successful broadcaster, the Nine Network. Under his leadership the Nine Network went from number three of the commercial broadcasters 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 was born in Auckland, New Zealand and educated at Kings College, Auckland.

9<sup>th</sup> May, 2005