



**ASX / MEDIA RELEASE  
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## **APPOINTMENT OF CEO CONVERGENT MEDIA**

**SYDNEY:** Publishing and Broadcasting Limited (ASX: PBL) advised today Mr Martin Dalglish, has been appointed to the newly created role of Chief Executive Officer – Convergent Media, reporting to PBL CEO John Alexander.

Mr Dalglish will focus on maximising PBL's position across all emerging technology platforms, as well as identifying opportunities for growth and further integration with existing platforms.

As Managing Director Optus Consumer & Multimedia Dalglish reinvigorated that business, establishing it as a clear leader in consumer communication, information and entertainment offerings and a leading provider in broadband and dial-up services, as well as crystallising the group's position in the subscription television sector.

CEO of PBL Mr John Alexander said "PBL leverages the content produced by its leading brands to deliver operational efficiencies and cost savings. The group has made significant investments in emerging media, including digital media, over the past several years which have broadened and strengthened our platform and begun to contribute to profitability."

"PBL's customers are increasingly accessing content across a number of platforms be that print, mobile technology, the internet or digital television. Martin's appointment reinforces the group's commitment to driving our platform harder, enhancing and extending the communication and revenue generation possibilities," Mr Alexander said.

Martin Dalglish said, "PBL has embraced emerging technologies as part of its broader offering. The company is ideally placed to further build convergent media offerings by capitalising on its leading market position across both traditional media, including television and magazines, as well as digital media and subscription television

(Biographical information on Martin Dalglish follows on page 2 of this release)

**ENDS**

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### **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).

## **BIOGRAPHICAL INFORMATION – MARTIN DALGLEISH**

- Mr Dalglish has held a variety of consumer and technology marketing roles in Australia and the UK with leading global brands including IBM, PepsiCo, Dixons and Rank.
- Joined Optus in January 2001 initially as Marketing Director for Consumer & Multimedia, with responsibility for development of product propositions, acquisition of customers and ongoing customer retention programs
- Became Managing Director Consumer & Multimedia for Optus in August 2002, having acted in that capacity since November 2001.
- MBA from the Cranfield School of Management in the UK, Bachelor of Business (Information Technology) from the Western Australian Institute of Technology.