



**ASX / MEDIA RELEASE
FOR IMMEDIATE RELEASE
28 November 2005**

APPOINTMENT OF PBL GROUP CHIEF OPERATING OFFICER

SYDNEY: Publishing and Broadcasting Limited (ASX: PBL) announced today that Mr Pat O'Sullivan has been appointed to the newly created role of Chief Operating Officer for the PBL Group, reporting to PBL CEO John Alexander. Mr O'Sullivan will take up his role on 1 February 2006.

Mr O'Sullivan will focus on driving the continued growth and margin enhancement of the PBL Group as well as driving improvements across the Group's internal practices.

Mr O'Sullivan joins PBL from Optus where he has been CFO for the last 3 ½ years and was responsible for the company's financial affairs including corporate finance, taxation, treasury, risk management, procurement and property.

ENDS

COPIES OF RELEASES

Copies of previous media and ASX announcements issued by PBL are available at PBL's website at www.pbl.com.au. After accessing the site, click on "Investor Info" on the menu on the left hand side of the home page and then on "Media & ASX Releases."