



OptumGroup

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Manager of Company Announcements
Australian Stock Exchange Limited
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SYDNEY NSW 2000

By: eLodgement

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Optum Limited (ASX: OPM) is pleased to announce that Mr Charles Ellison has been appointed to the Board, to replace Mr David Mok. Mr Mok has resigned due to increasing business interests in Singapore.

Mr Ellison's principle role will be to advise Optum's search engine division, Ansearch, on the development and expansion of additional revenue streams for the Company and its expansion into foreign markets.

Mr Ellison has a lengthy and impressive track record of working with early stage and leading edge technology companies. He has a proven ability to build sales and revenue and to penetrate new and established markets. The US-based executive is particularly enthusiastic about Ansearch's involvement in the paid search business.

"Ansearch has a business model with strong potential for growth and diversification into new markets and new countries. It is the space that I've spent my entire career in and the area in which I can add the most value. I am particularly excited by the prospect of helping to launch Ansearch.com in the US in 2005," says Mr Ellison.

Dean Jones, CEO of Ansearch, in welcoming Mr Ellison says, "Chuck is a no-nonsense, results-oriented sales and marketing executive with a consistent history of success in building global sales and distribution networks. He will be a tremendous asset to us in developing our strategy to enter new markets and attract overseas investment capital."

Chuck Ellison brings more than 25 years of sales and marketing experience to Ansearch and Optum. He began his career in the software industry when he joined Microsoft as a national sales manager. While at Microsoft, he designed and launched sales initiatives into the corporate, government and education markets. Since then, he has contributed to the success of a number of early-stage software companies, including Ashton-Tate, GTSI, Gupta Technologies and Asymetrix. As vice president of sales and marketing at Asymetrix, he helped reposition the company as the leader in the online learning market. Mr Ellison is currently vice president of sales and marketing for US company, ON24, a leading provider of webcast and multimedia communication solutions.

Yours sincerely

Peter Jermyn
Chairman

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