



Creatable Media Limited
ABN 71 099 247 408

Suite 21, 16-20 Bay Street
Double Bay NSW 2028

T 61 2 9363 9955 F 61 2 9363 9911

enquiries@creatablemedia.com.au
www.creatablemedia.com.au

ASX/PRESS RELEASE

4 NOVEMBER 2004

Senior Appointments boost Creatable Media

- **Craig Lazarus to head up Creatable Media, America**
- **Scott Walters becomes CEO, Creatable Media Australia**
- **Anthony Armstrong appointed Deputy Chairman**

Date: Thursday, 4 November 2004 - Creatable Media (ASX:CLB) has announced a series of senior management appointments which significantly strengthen and re-position the company as it expands its operations in Australia and the USA.

Creatable Media, America

Current CEO and co-founder of Creatable Media, Craig Lazarus, has been appointed to the newly-created position of CEO Creatable Media America Inc to spearhead the company's drive into the US market. He remains on the board of Creatable Media, Australia.

Joining Craig in the US is Mr Poom Chantha as Chief Operating Officer. Mr Chantha is one of the most experienced executives in the shopping mall business, having spent 18 years with Westfield, most recently as Director of Brand Alliance.

Creatable Media recently secured an exclusive 10-year contract with Westfield to install up to 15,000 tabletop advertising units throughout Westfield's shopping centres in the USA, giving the company a very strong initial position.

"Craig has successfully started this company from the ground up and his entrepreneurial skills will continue to be valuable as we look to rapidly grow our presence in the US," said Chairman of Creatable Media, Greg Bundy.

"At around \$US3 billion, the outdoor advertising market in the US is the biggest in the world and Poom's skills and experience will also ensure Creatable Media is able to access that market to grow our global position.

"The US is a key market for us. Having already established a very strong foothold through the Westfield contract, we will be working closely with venture capital firms in the US to finance our growth strategies," Mr Bundy said.

Creatable Media Australia

Scott Walters has been appointed CEO of Creatable Media Australia. Scott has extensive CEO experience and was most recently Head of Financial Planning at Westpac/BT. He has previously held a number of senior positions in the financial services industry, including roles at Merrill Lynch and Deutsche Bank.

Mr Walters sits on the Presidents Council of the Art Gallery of NSW and is also a director of the Benevolent Society.

Scott's primary focus will be the domestic operations of Creatable Media, as it builds its first-mover advantage in the tabletop advertising market, where it has a number of significant contracts with leading shopping centre owners.

Craig Wunsh, co-founder of Creatable Media, will remain as Chief Operating Officer for Creatable Media Australia.

"Scott brings extensive business management and financial services experience to Creatable Media. He will be responsible for driving sales and growing the business both organically and through targeted acquisitions and alliances, as we move to the next stage of our development," said Mr Bundy.

Board Appointment

The company has also announced the appointment of Anthony Armstrong as Deputy Chairman and non-executive Director. Mr Armstrong has an extensive career in advertising, having held senior positions with J Walter Thompson in Australia and Asia and most recently, the Photon Group.

"I have known and worked with Anthony for 10 years. His extensive advertising and marketing knowledge will add significantly to our business."

Mr Bundy said the appointments come at a pivotal time in the company's development.

"For a young company, Creatable Media has achieved a number of milestones in its short history and has delivered on the promises we made in the prospectus as part of the IPO. These senior appointments will greatly enhance our ability to drive this business and secure our position for future growth," he concluded.

ends/...

Enquiries

Mr Greg Bundy
Chairman, Creatable Media Limited
Tel: 9241 7400

Martin Cole
CPR Communications & Public Relations
Tel. (02) 9252 6644; 0403 332 977