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ASX/PRESS RELEASE

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Creatable Media announces record trading figures for Christmas period

- **December sales top \$406,000**
- **Fill factor of 87 per cent of installed tables**
- **Industry outlook positive**

Date: 11th January 2005 - Creatable Media (ASX:CLB), the leading tabletop advertising company, has confirmed its December trading result was a record high with sales of \$406,000 and a fill factor of its installed tables at 87 per cent.

Chief Executive Officer, Scott Walters, welcomed the result and said it confirms the positive response to the new medium with major advertisers such as 20th Century Fox Home Entertainment, Telstra, Qantas and C2One now using Creatable Media's national tabletop advertising network as part of their campaigns.

"Although ours is a month to month business, our December result reinforces Creatable Media's strengthening position in the sector," Mr Walters said.

National Sales Director, Adam Peruch, said this excellent result highlights that clients are using Creatable Media to provide important campaign cut-through during the most cluttered month of advertising activity.

"This, in conjunction with the overall positive trend for advertising in 2005, confirms our optimistic outlook for growth in new and returning clients throughout 2005."

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