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ASX/MEDIA RELEASE

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Creatable Media to form strategic alliance with Ultimate Media Group

- **Forms alliance with leading out of home advertising sales organisation**
- **Boosts sales capability**
- **Propels Creatable Media to next level to target \$300m outdoor advertising market**

Date: Monday 14 February, 2005 - Creatable Media (ASX:CLB), the leading tabletop advertising company, has boosted its sales capability by entering into a memorandum of understanding (MOU) to form a strategic alliance with Ultimate Media Group.

Ultimate Media is a leading advertising sales company, specialising in a range of out of home advertising media, including taxi tops, university campus advertising, fitness centre advertising, restroom advertising, and other promotional media. Its executives and co-founders include Neil Mount, who was formerly Managing Director of Buspak and CEO of Australian Radio Network, and Peter Cope, formerly Managing Director of Adshel Street Furniture.

Under the terms of the alliance, Creatable Media and Ultimate Media will leverage each other's sales and marketing expertise and use each other's advertising media.

Ultimate Media will be entitled to be issued shares in Creatable Media upon achievement of several performance hurdles in relation to sales.

Scott Walters, CEO of Creatable Media, said the alliance would maximise the company's growth rate in sales.

"As a new medium, we have spent a significant amount of time introducing the concept of tabletop advertising to the market with positive results. This alliance now enables us to take this process to the next level, building on the credibility and experience Ultimate Media has in the outdoor advertising market.

"This market is worth around \$300 million and is expected to grow at a faster rate than more traditional media. With our exclusive, long-term contracts with major shopping centre owners, we are well positioned to grow the business and this alliance is a positive step as part of that process.

“Both Neil and Peter are highly regarded in the advertising industry, particularly within the out of home sector. Ultimate Media is also a natural fit for Creatable Media, with a range of complementary advertising media and we believe the alliance will fasttrack our sales growth.”

Peter Cope from Ultimate Media said: “We are delighted to form an alliance with Creatable Media. They have a very good product, a quality, growing list of advertisers and significant interest from the advertising industry. An alliance of our two companies makes strategic sense and we look forward to growing both our businesses as we promote the benefits of using this perfectly placed, highly engaging, point of sale medium.”

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