



Company Announcement Office
Australian Stock Exchange Limited
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SYDNEY NSW 2000

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APF Announces New Revenue Stream (Document No 78)

APF is pleased to announce today the signing of a Shareholders Agreement with point of sale advertising company Point of Decision TV (POD TV) Pty Ltd providing APF with a 50% shareholding in this venture.

Point of Decision TV is an in store point of sale advertising company with corporate clients, including Australian Leisure Holdings, Lion Nathan, and ICON Brands with other substantial negotiations in progress.

The signing of the deal with POD TV will combine their number of screens with Bill EXPRESS's existing 1300 installed screens with current rollout contracts to increase the number to over 1900 in store screens by mid year. POD TV is arguably the market leader in this media segment and has acquired the management credentials to develop the business including the ex CEO of Eyecorp Duncan Murray, and Michael Otten, a past MD of Singleton Advertising in Victoria.

POD TV has an international alliance with Applied TV of the UK who is the prime service provider to Tesco's for their rollout of in store TV promotional mediums. In store point of sale advertising is known to be more effective at driving purchase decisions. Around the world large retail corporations and their suppliers are increasingly channelling advertising spend to this direct "call to action" medium.

POD TV is currently holding contracts of \$1M and is expecting to triple this order book over the coming two (2) months. Further advice of the business plan highlights will be provided over this time.

The signing of the deal is a continuation of Bill EXPRESS's strategy of driving profit growth through its points of presence in the bill payment, prepaid telephony and in store advertising market.

Yours faithfully

Ian Christiansen
Company Secretary