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ASX Announcement/Media Release

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IOOF appoints Tony Robinson as new CEO

IOOF Holdings Ltd (ASX:IFL) today announced the appointment of highly-experienced, financial services executive Tony Robinson, as its new Chief Executive Officer.

Mr Robinson was until recently, the Chief Executive of listed insurance and broking company, OAMPS Ltd. Previously, he was the CEO of Wealthpoint, and also held a variety of senior management roles at Link Telecommunications and Mayne Nickless.

His appointment as IOOF CEO is effective from 24 April 2007. The key terms of his contract will be communicated to the market shortly.

Ian Blair, Chairman of IOOF, welcomed Tony's appointment to replace retiring CEO, Ron Dewhurst. "We are delighted to secure an executive of Tony's calibre to build on the significant momentum the group has achieved under Ron's stewardship," he said.

"Tony brings a broad mix of executive-level experience across financial services and other related industries to IOOF. Under his tenure, OAMPS grew from 200 staff to over 1,200 employees to become the largest Australian-owned insurance broker and specialist underwriter in the market."

Mr Robinson, 49, was the CEO of OAMPS from 2001 to 2006, prior to its acquisition by the Wesfarmers Group. He was CEO of financial services technology group Wealthpoint, part of the St George Group, from 1998–2001 and was the CFO and General Manager of Corporate Services of Link Telecommunications from 1994 to 1998. He is also a non-executive director of Bendigo Bank Ltd.

"In addition to financial services, Tony's experience in a broad array of service-based industries will also be a powerful complement to IOOF's 'service-first' approach to doing business with our clients," Mr Blair said.

Mr Blair also paid tribute to Ron Dewhurst for his significant contribution to IOOF.

"On behalf of the Board I want to publicly acknowledge Ron's significant efforts in repositioning IOOF to the strong position the company now occupies in the financial services market.

"I particularly want to thank Ron for helping to effect a smooth transition to the new CEO appointment and he departs IOOF with our best wishes."

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