

PRESS RELEASE



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Boardroomradio and IRESS join forces to improve ASX listed company communication

Boardroomradio and IRESS Market Technology are pleased to announce that they have formed an alliance to improve communication between listed companies, investors and analysts.

The alliance gives IRESS subscribers free access to webcasts via Boardroomradio; and companies the ability to reach more investors and potential investors than ever before.

The agreement with IRESS is an exciting step for Boardroomradio and their customers. This distribution means that any broadcast from an ASX listed company now has the potential to reach more than 12,000 broker, analyst and professional investor screens across the country.

Webcasting is not new, but until now has mainly been limited to large companies for events such as Annual General Meetings. This has been in the most part due to cost and technology constraints.

Additionally, many companies use conference calls, rather than webcasts, to keep analysts and professional investors up to date with company developments. This causes issues on a number of levels;

1. If the investor is not available at that time, they miss the information
2. It creates an uneven playing field where some investors are given information that may not be available to all

Boardroomradio are making webcasting accessible and easy to use, bringing it within the reach of all listed companies.

Boardroomradio, established by Bill Gair, co-founder of travel.com.au and lastminute.com.au and John Murray, of Bell Potter, allows companies to broadcast their telephone briefings to analysts and investors, via the internet.

IRESS have recently commenced carrying these audio broadcasts.

Peter Dunai, Managing Director, IRESS Market Technologies said: "IRESS is always seeking innovative ways to deliver relevant content to our professional user base. Webcasting is a growing and increasingly important way to communicate and we are very pleased to team with Boardroomradio to further expand our company disclosure information."

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The founders of Boardroomradio say that they have launched their site in an effort to help companies compete for analyst and institutional investor time and to provide all investors with the same level of information enjoyed by those invited to attend regular company briefings.

Bill Gair, Managing Director, said: "Access to time-critical information is a key factor in managing any successful portfolio. All investors should have the same access to company information – they should not have to wait until it is reported by the media, while some shareholders and analysts are exclusively invited to the management briefings."

Mr Gair said that "Similar solutions have been operating in the US, Canada and Europe for a few years, but no equivalent service has been available for Australian listed companies."

John Murray spoke about the benefits to business. "This is a really cost-effective solution – developed specifically for ease of use. It also means updates will be more interesting, as the company can include visual material with their broadcast" said Mr Murray.

"Importantly, the smaller businesses for whom regular webcasts may have been beyond their budget, can now afford a more comprehensive investor relations program", he continued.

"If you can use a telephone, you can broadcast on Boardroomradio."

The vision for Boardroomradio is to provide a level playing field for all investors; and it would seem that the timing is just right for the changing dynamics of the Australian marketplace.

About Boardroomradio

- Boardroomradio (BRR) is an Investor Relations Portal delivering live and archived audio webcasts to the entire online investment community
- Using only a telephone, BRR will broadcast your voice to all you investors and more importantly, potential investors
- Our distribution partners will deliver the broadcast to their subscribers. The list of our partners will continue to grow, including international channel partners, which will give you even further reach.
- One annual subscription fee allows for an unlimited number of broadcasts.
- Typical broadcasts could include your AGM, results briefings, broker roadshows and brief interviews to add depth and scope to your ASX announcements.

About IRESS

IRESS Market Technology Limited designs, develops, markets and supports Australia's premier share market information system, IRESS, is used by the majority of professional equity market participants across Australia and New Zealand.

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