



15 July 2011

ASX ANNOUNCEMENT

Strategic Placement to Zhenya Group of Companies

SmartTrans is in the course of making a placement of 29,411,765 shares at 1.87c to raise \$550,000 including a strategic investment of \$500,000 by Zhenya Tsvetnenko, Chief Executive Officer of the Zhenya Group of Companies. (<http://about.me/zhenyatsvetnenko>)

SmartTrans welcomes the involvement of Mr Tsvetnenko who has successfully pioneered mobile telephone technology and premium mobile messaging services across the globe.

The national winner of the prestigious Ernst and Young, Entrepreneur of the Year 2010 young category, and the Western Australian Business News 40 under 40 awards 2011, Mr Tsvetnenko uses his strengths in the on-line field to catapult other businesses to success.

Mr Tsvetnenko, who debuted on the BRW Young Rich List in 2009, pioneered advertising on the Google content network to build a campaign delivering 22 billion views of advertisements (<http://au.linkedin.com/in/zhenyatsvetnenko>) and continues to look for opportunities in the on-line field.

Having recently visited China, Mr Tsvetnenko said listed Australian technology group SmartTrans Holdings was well placed to handle significant projects in the mobile content space.

SmartTrans plans to launch its easy-to-use mobile telephone software in China with a strong portfolio of applications and content including popular entertainment media provided by a well established media agency and a range of applications.

We are delighted with Mr Tsvetnenko's involvement and we look forward to further developing a successful partnership.

For further information contact:

Bryan Carr
Director

SmartTrans Limited

Australia 0412 111 968 China +86 138 1188 8401

Beijing

6th Floor, West Tower,
Prosper Center
5 Guanghua Road
BEIJING CBD, 100022
Ph: +86 (010) 6562 5435

Melbourne

Level 7
11 Queens Road
MELBOURNE
VIC 3004
Ph: (03) 9866 7333

Sydney

G.05
55 Miller St
PYRMONT
NSW 2009
Ph: (02) 9660 4564

Perth

Suite 3, Level 1
614 Newcastle Street
LEEDERVILLE
WA 6007
Ph: (08) 9228 1199