



RELEASE TO AUSTRALIAN STOCK EXCHANGE

Friday 18 May 2007

Appointment of General Manager

The Directors of Saferoads Holdings Limited (ASX:SRH) are pleased to announce the appointment of Mr Richard Purser as General Manager of its wholly owned subsidiary Saferoads Pty Ltd.

Until recently, Mr Purser was the General Manager of Coates Shorco, a division of Coates Hire Limited, the largest construction rental business in Australia. He has held this position since 1998.

Previously Mr Purser was employed by Shorco Hire in various managerial roles, rising to the position of Sales and Operations Manager, a position he held when Shorco Hire was acquired by Coates Hire Limited.

Mr Purser has extensive experience in managing company growth and involvement with the road safety products provided by Saferoads. The Directors welcome this appointment and believe that the management skills and expertise of Mr Purser will enhance the future growth and expansion of the company.

The appointment is effective 9 July 2007

A handwritten signature in black ink, appearing to be "D Hotchkin", with a long horizontal line extending to the right.

Darren Hotchkin
Managing Director

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