



21 January 2011

Senior Management Changes

Appointment of Chief Executive Officer

The Directors of Saferoads Holdings Limited (**ASX:SRH**) are pleased to announce the appointment of Mr Wayne Kibbis as Chief Executive Officer (CEO) of Saferoads Pty Ltd, the wholly owned subsidiary of Saferoads Holdings Limited.

Mr Kibbis has more than 25 years' experience in management roles in national and international organisations. Immediately prior to accepting the appointment with Saferoads he was General Manager Southern Region of Komatsu Australia, reporting directly to the Komatsu Australia President. Komatsu is a global leader in the manufacture and distribution of mining, construction and heavy industrial equipment and Mr Kibbis has extensive experience with the road construction industry.

With the appointment of Mr Kibbis as CEO, Mr Darren Hotchkin is stepping aside from the day to day management of Saferoads and the position of Managing Director. He will remain on the Board of Saferoads Holdings Limited as a non-executive Director and will continue to provide the Company with the benefit of his many years' experience in the road safety industry.

Mr Kibbis will take up the role of CEO on 7 February 2011 and Mr Hotchkin's resignation as Managing Director will be effective from the same date.

The Directors consider that the appointment of Mr Kibbis as CEO will provide additional impetus to the company at senior management level.

A handwritten signature in black ink, appearing to read "GBertuch".

Gary Bertuch
Chairman of Directors

SAFEROADS HOLDINGS LIMITED

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