

Media release

16th January 2007

ACP Media and APN announce [sellmefree.co.nz](http://www.sellmefree.co.nz) Joint-Venture

ACP Media Limited ('ACP') and APN News & Media Limited ('APN') have entered into a joint-venture to develop the free online general classified site www.sellmefree.co.nz.

ACP and APN believe that free, live and multi media rich trading environments will be an important part of the future of buying and selling general merchandise for the private individual.

The joint-venture brings immediate benefits to [sellmefree.co.nz](http://www.sellmefree.co.nz) including:

- accelerated development of the product offering including a free auction service and enhanced multi-media and live functionality;
- a significant investment in marketing; and
- a major increase in private listing content from print assets in key population centres.

[Sellmefree.co.nz](http://www.sellmefree.co.nz) has been operating since August 2005 and has published nearly a million free private seller ads online.

"The proposition for private sellers expecting to sell general goods for free with photos and videos, and for buyers to be able to buy right now is clearly gaining ground. This trend is backed up by over 300,000 registered [sellmefree.co.nz](http://www.sellmefree.co.nz) member accounts currently", says Heith Mackay-Cruise, Chief Executive Officer of ACP Media.

The new [sellmefree.co.nz](http://www.sellmefree.co.nz) service will shortly enable:

1. private sellers to list or auction items for sale for free with images and video by web and txt; and,
2. buyers and sellers to communicate in real-time using the webs latest online messaging tools.

Josh Borthwick has recently been appointed as the new General Manager for [sellmefree.co.nz](http://www.sellmefree.co.nz) commencing in early February 2007. Josh was previously head of TVNZ Interactive sales and is the chairperson of the NZ Interactive Advertising Bureau.

"The significant marketing investment will drive awareness and listing content for [sellmefree.co.nz](http://www.sellmefree.co.nz) primarily using media assets at APN and ACP Media's disposal," says Warren Lee, Chief Executive Officer of APN Online.

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For more information please contact:

Heith Mackay-Cruise
CEO
ACP Media Ltd
DDI: +64 9 308 2879
Mob: +64 275 995 596

Warren Lee
CEO
APN Online
DDI: +61 2 8289 8450

About ACP Media

ACP Media is New Zealand's leading magazine publisher. The company's ACP Magazines division publishes some of the country's most popular magazines, including Woman's Day, The Australian Women's Weekly and Next, new titles Taste and FQMen, and iconic titles such as Metro and North & South. ACP Media's Trader Group includes Auto Trader, Deals On Wheels, Motorcycle Trader & News, Trade-A-Boat and Buy Sell & Exchange. ACP Media's Property Magazines division publishes a range of real estate advertising titles including Property Press and Real Estate magazines. ACP Media operates a national distribution network through its division Netlink Distribution Company, which distributes publications to retailers across the country. ACP Digital includes a number of websites including taste.co.nz, netguide.co.nz, magshop.co.nz, autotrader.co.nz and runwayreporter.co.nz. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of Publishing and Broadcasting Limited. www.acpmedia.co.nz

About APN

APN News & Media is one of the largest and fastest-growing multi media companies in Australasia. The company operates a broad portfolio of businesses including newspapers, magazines, online, radio and outdoor advertising. APN publishes 23 daily and more than 100 non-daily newspapers across Australia and New Zealand. In New Zealand, APN publishes the country's leading metropolitan daily newspaper, *The New Zealand Herald* as well as the *Herald on Sunday*, *The Aucklander*, nine daily newspapers outside Auckland and an expanding range of magazine titles including *New Zealand Woman's Weekly*, *The New Zealand Listener* and *Crème Magazine*. APN Online represents over 20 New Zealand websites including the no. 1 online news site nzherald.co.nz. As Australasia's largest outdoor provider, APN offers a wide range of products including Buspak, Supersites and Adshels.