

April 6, 2009

## Media release

# Full Circle Announces Brand Relaunch

The directors of Full Circle Holdings are proud to announce a complete brand relaunch for the Full Circle business's, which will now trade under the simplified name, "Full Circle"

Formerly presented to market as Full Circle Entertainment, Full Circle Media and COGS Media, all businesses have been grouped under the Full Circle banner, and internally teams have been restructured to recognise a simpler business structure.

Duncan Murray, Chairman of Full Circle commented: "the Full Circle group of companies has grown wildly since inception in early 2005, and this restructure signifies the next stage in the company's development. I have been excited since I joined the board in late 2008 to witness the various Full Circle business's coming together to strengthen client responses integrated across STV, Online and Branded Content, so I feel this move simply formalises what Full Circle teams have been doing instinctively for some time"

The move simplifies Full Circle's approach to media sales with an integrated approach across TV and Online sales. The team also taps the content expertise of the group formerly referred to as Full Circle Entertainment, which now becomes the Content and Integration unit of Full Circle.

CEO Brian Gallagher says "Our clients will benefit from the truly integrated response to their briefs. We are a small company, with big competitors, which continues to punch firmly above our weight in ideas and implementation. These changes consolidate that approach to business, and ensure clients are aware that Full Circle offers a wide range of services"

In the online space, the ad network previously known as Cogs Media, will now be known as the Full Circle Online Network, reaching over 4 million Australian UB's per month. The technology, which powered the network, has been relaunched as Adimise, a full service ad serving and management tool for online publishers and media buyers, which simplifies access to the medium and longer tale Internet space. Over 150 sites are currently signed to the FC Online Network using Adimise technology.

Peta Webster, National Sale Director of Full Circle comments " we have built phenomenal reach in the online space, offering significant benefits in both the entertainment category and across performance buys. We currently have 13 STV channels with further growth to be announced shortly, making Full Circle the largest independent advertising sales house in Australia. We are proud to be offering some of the most creative integrated advertising solutions in the market and look forward to consolidating our rapid growth under the one brand"

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## About Full Circle

Full Circle is a multi platform media and content business. A diverse company bringing together a number of existing businesses under one banner, which comprises the following activities:

- Advertising sales across STV and Online (formerly branded Full Circle Media and Cogs Media) Full Circle Media launched in June 2007 with offices in Sydney and Melbourne. FCM represents the advertising sales for TV1, SCI FI Channel, Movie One and Two, Move Extra, Movie Greats, World Movies, CNBC, Ovation, Sky Racing and Aurora as well as Cartoon Network and Boomerang in the Melbourne and Brisbane markets.
- Branded Content and Ad Funded programming, as well content integration across broadcast and online properties (formerly Full Circle Entertainment) FCE launched in January 2005.
- Online Network Management Technology (Formerly COGS Media, now rebranded "Adimise") Officially launched to market in July 2008.

For more information, please contact:

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