

For Immediate Release, 25th September 2008

Jasons appoints new CEO

Jasons Travel Media has appointed Matthew Mayne as Chief Executive. Matthew is an experienced General Manager with particular strengths in the online media sector.

In announcing the appointment, Chairman Geoff Burns said "The directors are very pleased to be able to attract someone with Matthew's skills, enthusiasm and experience to build on the great progress the company has made recently under Steven Joyce's leadership and from the foundations laid by our founder, John Sandford. "

Matthew started his career at Telstra Saturn in Wellington and held the roles of Manager Residential Marketing and Manager e-Business Development. Since 2002 he has been in the UK. His most recent role has been as General Manager of The Betting Site, an online racing site in the UK started in 2005. Matthew has recently returned, with his young family, to live in New Zealand.

He is an honours graduate in Commerce and Marketing, from Victoria University.

"Matthew's skills and experience, gained both in New Zealand and offshore, will enable us to continue developing and extending the Jasons brand offering." said Geoff Burns

Jasons annually publishes over 6 million copies across 46 different travel-related publications, operates one of the region's most active and fast growing travel websites (www.jasons.com) and has a successful and significant tourism brochure distribution business. All of this with a team of some 70 employees in New Zealand, Australia and the South Pacific.

Matthew will commence in his CEO role with Jasons on 28th October 2008

ENDS

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