



MEDIA RELEASE

AUSTRALIA'S LEADING ONLINE PUBLISHER, NINEMSN, RENEWS HOSTING AGREEMENT WITH HOSTWORKS

*42 month multi-million dollar contract includes
enhanced web hosting and management service.*

Sydney, May 17, 2010 – Leading solutions provider to the online and digital media industry, Hostworks, has renewed its long standing hosting partnership with ninemsn for a further 42 months, having signed a multi-million dollar hosting contract this week. This new contract leverages Hostworks latest innovations in the delivery of online content and enables ninemsn to deliver an enhanced end user experience, improved content delivery, automated internal business processes, the ability to scale capacity up and down and improved cost certainty.

A Hostworks customer since its inception in 1999, the re-signing of Australia's market leading online publisher (with an audience of more than 10 million people each month) is testament to Hostworks ability to deliver a comprehensive and very complex service offering. It also highlights the value of the company's proven track record, unmatched experience and position as market leader in the management of innovative online media solutions.

Traditionally large online platforms are delivered through a farm of dedicated hardware; time consuming to deploy, very expensive, and with limited capacity. Hostworks recognised that this did not meet today's online peaky demand profile. In order to remove these barriers for our online customers such as ninemsn, Hostworks invested in a project to deliver an on-demand platform – Utility Computing. This utility managed service (comprising of infrastructure, management and tools) ensures the provision of service in times of high load, removing the risk of failure and maintaining user experience.

Dean Capobianco, Commercial and Operations Director, ninemsn, said: "ninemsn required a hosting services partnership with an organisation that could meet the future changing needs of online media and high volume content delivery. At the same time, we were looking for the flexibility to manage services from our shareholders, Microsoft and

PBL Media. Hostworks have met our requirements through the development of a service portfolio aligned to best practices. We look forward building on the existing relationship between our two organisations.”

Paul Mullen, Managing Director, Hostworks said: “We are delighted to be working with our foundation customer ninemsn. Not only does ninemsn complement Hostworks future direction and core competencies, but this resulting agreement signifies the on-going trust and strategic alignment between the two organisations.

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About Hostworks

Since its inception in 1999, Hostworks has demonstrated market leadership in the successful management of many of the most critical online and digital media environments for Australia’s leading companies. Providing innovative services and solutions to clients including nine of the eleven major Australian broadcasters and corporate media organisations, Hostworks delivers online services to four of the top ten Australian websites.

Customers benefit from brand and financial protection, reduced risk, expertise in managing "peaky" or high transaction workloads, and a unique capability of video/audio delivery through the Broadcast Australia relationship.

Hostworks clients include the ABC, AHL, carsales.com.au, Codan, Grays Online, Network TEN, ninemsn, realestate.com.au, SBS, SEEK, Ticketek and Vodafone.

Hostworks is a wholly-owned subsidiary of Broadcast Australia Pty Limited.

www.hostworks.com.au

Media contact:

Natasha David
Recognition PR
Ph: 02 9252 2266
Email: natasha_david@recognition.com.au

Gabrielle Danczak
Marketing Communications Manager
Hostworks
Ph: 02 9239 2791
Email: gabrielled@hostworks.com.au