



ASX ANNOUNCEMENT

SYDNEY, 26 February, 2007 – On 6 December 2006, Rural Press Limited (Rural Press) and Fairfax Media Limited (Fairfax Media) announced their intention to merge by way of 2 separate schemes of arrangement.

On 26 February 2007 the Federal Court of Australia ordered meetings of shareholders of Rural Press as follows:

- holders of Rural Press Preferred Shares to be held at the Sofitel Wentworth Hotel, 61-101 Phillip Street, Sydney on 5 April 2007 commencing at 10.00am (Sydney time); and
- holders of Rural Press Ordinary Shares to be held at the Sofitel Wentworth Hotel, 61-101 Phillip Street, Sydney on 19 April 2007 commencing at 10.00am (Sydney time)

to enable a vote at each meeting to be taken on a proposed merger of Rural Press and Fairfax Media via Schemes of Arrangement between Rural Press and the holders of preferred shares in Rural Press and Rural Press and the holders of fully paid ordinary shares in Rural Press.

Attached is a copy of the explanatory statement which explains the effect of the Schemes and which provides information material to the making of a decision by shareholders whether or not to agree to the Schemes. It can also be found at <http://www.ruralpress.com> and <http://www.fxj.com.au>. A copy of that statement, which includes the notices of meeting, will be posted to shareholders on or before Tuesday, 6 March 2007.

Independent Expert's Report

The Independent Expert, Deloitte Corporate Finance Pty Limited, has considered each of the Schemes and has concluded that the Schemes are fair and reasonable and therefore in the best interest of the Rural Press shareholders in the absence of a superior proposal.

Directors' Recommendation

The Board of Rural Press unanimously recommends that all Rural Press shareholders support the merger proposal in the absence of a superior proposal for all Rural Press Ordinary and Preferred Shares. Rural Press' Board members intend to vote in favour of the proposal with respect to all of their Rural Press Shares on this basis.

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