

FAIRFAX MEDIA LAUNCHES BRISBANETIMES.COM.AU NEWS WEBSITE Queensland gets a new perspective

Brisbane, 7 March 2007:

brisbanetimes.com.au went live today - Fairfax Media's latest addition to its premier digital media business.

"The time is right for a new media source in Queensland," Fairfax Media CEO David Kirk said.

Mr Kirk launched brisbanetimes.com.au with Premier Peter Beattie at a Parliament House news briefing earlier today.

"brisbanetimes.com.au will be a 24/7 online publishing force – delivering breaking news, entertainment and sport continuously," Mr Kirk said.

Fairfax Media is the number one news and information publisher online in Australia and brisbanetimes.com.au today became an integral part of the prestigious network of web sites.

"Over a million people in Brisbane are online - they can now get a new perspective. Fairfax Media will promote diversity of content," Mr Kirk said.

"The key for success for any media is to connect with its readers and audience. And local is the key to connectedness.

"We have a talented and dedicated editorial team on the ground in Brisbane to file local news and updates continuously throughout the day, but that will not be the only focus. National and international news will come through the strong Fairfax network. We'll also be providing a new perspective on sport, entertainment, life and style and we'll have a world-class business, finance and technology section."

The brisbanetimes.com.au team is led by Managing Editor Mitchell Murphy. Brisbane born and bred, Mr Murphy was formerly Group Editor-in-Chief of Fairfax Media's community newspaper division.

Fairfax Media has attracted well-known Brisbane personalities Rupert McCall and John Birmingham as feature bloggers for brisbanetimes.com.au.

Fairfax Digital CEO Jack Matthews said the new online offering would be uniquely Queensland.

"While the Brisbane team will have the strength and integrity of the Fairfax brand behind it, we have listened closely to what people want and have shaped brisbanetimes.com.au accordingly," Mr Matthews said.

"Extensive research was undertaken with numerous focus groups in the lead up to the launch to ascertain what readers want. The feedback we've received is to treat serious news seriously and have a bit more of a light-hearted approach to everything else."

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Note to editors: For more information please contact Bruce Wolpe (Director Corporate Affairs, Fairfax Media) on 0412 259276.