



FAIRFAX MEDIA ANNOUNCES LOCATION AND DESIGN OF THE AGE NEW EDITORIAL AND COMMERCIAL HEADQUARTERS

MELBOURNE, December 13, 2007 – Fairfax Media Limited [ASX:FXJ] today announced the new location and design of The Age's new editorial and commercial headquarters.

A new state-of-the-art \$110 million purpose built building, which will have a 5-star Greenstar rating, will be built on the edge of Melbourne's CBD and Docklands precinct on Collins Street and is expected to house more than 1400 employees.

To be completed by late 2009, Media House will revitalise Fairfax's Melbourne operations, providing staff with the most up-to-date workplace amenities. The building will house *The Age*, Fairfax's digital operations, top rating station 3AW and Magic1278, and Fairfax's *Australian Financial Review* and *Business Review Weekly* Melbourne bureaux.

The announcement was made at *The Age* at an event attended by the Premier of Victoria, John Brumby, and Melbourne's business, community, political leaders and Age staff.

Mr Ronald Walker, Chairman of Fairfax Media, said: "This investment reaffirms Fairfax's commitment to Melbourne and *The Age*, one of Australia's best newspapers. Media House will become a landmark building in Melbourne for an iconic Melbourne institution."

"*The Age* has a proud record of achievements as one of the world's longest continuously running newspapers over 153 years. We want our staff to have a first-class facility that will enable *The Age* to grow its audiences further, cementing its future in the heart of the city as a modern dynamic integrated media company".

Mr David Kirk, Chief Executive Officer, said: "Fairfax is transforming itself from a publishing company to an innovative, integrated digital multimedia business. Media House will reflect the new company we are, providing a creative, imaginative and dynamic workplace for our staff."

"Since 2000, Fairfax Media has invested more than \$300 million in Victoria in building our businesses, contributing to the communities we serve, and fulfilling our public trust in the journalism that is the core of our company."

Don Churchill, Chief Executive and Publisher of *The Age* said: "Today's announcement marks the beginning of another vital important chapter for *The Age* and the future of our publishing businesses in Victoria. This striking building between two iconic landmarks, the sweeping-roofed Southern Cross Station and the turn of the century Grand Hotel, will form a gateway to the thriving new Docklands precinct."

"Importantly, *The Age* will move to a new building from a position of strength, recently breaking circulation and readership records including the highest weekday readership since 1985 and the number one news site in Victoria. This follows *The Age* receiving the newspaper industry's highest honour, the PANPA Newspaper of the Year Award."

Media House will have a 5-star Greenstar rating which represents the leading Australian standard and there will be a major focus on reducing energy consumption, recycling, water conservation and carbon emission reductions.

Media House will be located on the corner of Spencer and Collins Street and enjoy a long frontage on Collins Street made possible through creating a platform across the existing railway lines. This site is the gateway between the CBD and Docklands and effectively closes the gap between these, until now, separate precincts.



Only the fifth move in its history, it is expected that editorial and commercial staff will move from its current site at 250 Spencer Street in the first half of 2010. *The Age's* printing and production staff are housed at Tullamarine which commenced operations in 2003.

Media House is designed by leading architectural firm Bates Smart and will be constructed by Grocon.

Other key parties in the project are Winward Structures (Engineering), Norman Disney & Young (Mechanical & Electrical Services) and Russell Harvey & Co. (Property Advisory).

The project has been supported by VicUrban and the State Government's Major Projects Victoria office.

The building has seven floors with approximately 16,800 square metres of space.

For further information including images of the new building please visit www.about.theage.com.au

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