

STATEMENT ON THE GOVERNMENT'S MEDIA DEREGULATION AND DIGITAL TELEVISION POLICIES

SYDNEY, 13 July, 2006,: – Mr David Kirk, CEO of John Fairfax Holdings Limited [ASX:FXJ], and Mr Ronald Walker, Chairman, issued the following statements on the Government's media deregulation and digital television policies, released today:

Mr Kirk said:

"Fairfax welcomes and supports the media and digital television policies announced today by the Government. We trust they will strengthen the media industry and the diversity of media services provided to the Australian people.

"These policies provide clear opportunities for strategic growth for Fairfax. We look forward to seeing the details relating to the new digital TV spectrum. We hope there will be minimal constraints on the allocation of the new spectrum licenses so as to provide the fullest encouragement to the provision of viable, new digital services.

"This is an exciting time for the company, its shareholders and our employees, and the readers, advertisers and audiences we serve in Australia and New Zealand."

Mr Walker said:

"We commend Senator Coonan's leadership on this major reform for our industry, and thank the Prime Minister and the Government on this important public policy initiative. The media industry is the last major industry in Australia to be reformed, and these changes bring the sector into the 21st century. As a growing and increasingly diversified media company, with dynamic media assets in print and online, Fairfax is exceptionally well-positioned, in conjunction with these changes to the media landscape, to chart its future for the benefit of our shareholders. I am very optimistic about Fairfax's prospects and our strategic direction."

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