



Fairfax Media launches *WAtoday.com.au* Western Australia's first online only newspaper

Tuesday 10 June 2008: Western Australians now have access to *WAtoday.com.au*, the State's first dedicated online only newspaper.

The site was officially launched in Perth this morning by Western Australian Premier, Alan Carpenter, and Fairfax Media's Chairman Ronald Walker and CEO David Kirk.

"This is a significant expansion for Fairfax Media and we are very proud to bring our brand of quality and independent journalism to Western Australia," Mr Walker said.

"*WAtoday.com.au* will be a 24/7 online publishing force in WA delivering breaking news, entertainment and sport, backed by the local, national and international resources of Fairfax Media," Mr Kirk said.

"There is unprecedented growth and development in Western Australia – it is a fantastic place to do business and we know that there is a strong appetite for an additional online news and information source. More than 1.3 million people in Western Australia access the internet each month and 188,000 of these already use Fairfax Digital websites.*"

"We have a talented and dedicated team of multimedia journalists on the ground in Perth. They will be housed with their colleagues at Fairfax Radio's *6PR* and will file local news updates continuously throughout the day."

Mr Kirk continued, "As well as providing a new perspective on news, business, technology, sport, lifestyle and entertainment, *WAtoday.com.au* will give our readers a voice on issues that are important to them, through a range of forums and blogs."

Well-known Western Australian identities including former Australian of the Year, Dr Fiona Stanley, lawyer Patti Chong and social commentator Howard Sattler will write exclusively for *WAtoday.com.au*.

Fairfax Digital CEO Jack Matthews said the new site would provide a powerful platform for advertisers to reach people in Western Australia.

"We know there is high demand from advertisers for *WAtoday.com.au*. Inventory has sold out for the launch and we are pleased to have the support of both national and local advertisers."

"Advertisers in Western Australia can also tap into the Fairfax Digital network, which reaches over nine million people across Australia through over 30 websites.^"



"*WAtoday.com.au* allows us to offer a truly national online advertising network and provides a home in the West for our leading classified brands *MyCareer.com.au*, *Domain.com.au* and *Drive.com.au*, as well as transactional site *RSVP.com.au*."

Roy Fleming has been appointed as Managing Editor of *WAtoday.com.au*, leading a team of 9 experienced multimedia journalists. Alischa Wunsch takes the role of Marketing Manager – WA, while Marnie McKeown assumes responsibility for advertising sales, as State Sales Manager – WA. Fairfax Media now has over 100 staff in Western Australia.

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About Fairfax Media

Fairfax Media Limited is Australasia's largest integrated print and online digital media company, with publications and websites in every state and the ACT in Australia, and throughout New Zealand.

In Australia, mastheads include *The Sydney Morning Herald*, *The Age*, *The Australian Financial Review*, *The Canberra Times*, *BRW*, *The Sun-Herald*, and *The Land*.

Fairfax Media's online businesses include Fairfax Digital in Australia (with the #1 online news sites *smh.com.au* and *theage.com.au*) and *Trade Me* and *stuff.co.nz* in New Zealand.

Fairfax Media also publishes regional and community newspapers, financial and consumer magazines, has radio licenses in metro and regional Australia and several agricultural publications in New Zealand and the United States.

In November 2007, Fairfax Media acquired key assets of Southern Cross Broadcasting (Australia) Limited, including radio stations *2UE* in Sydney, *3AW* and *Magic 1278* Melbourne, *4BC* and *4BH* Brisbane, and *6PR* and *96fm* in Perth, the Southern Star television production and distribution business, Satellite Music Australia and other associated businesses.

About Fairfax Digital

Part of Fairfax Media Limited, one of the world's most respected media organisations, Fairfax Digital is a network of 30+ websites that reaches over nine million Australians per month[^]. Its Media Division, which includes the leading news sites *smh.com.au*, *theage.com.au* and *brisbanetimes.com.au*, provides incisive and up to date news, business, technology, sport and lifestyle content. Its Classifieds Division holds strong positions in online employment, motoring and property categories, with brands including Domain, Drive, MyCareer, BigChair, CommercialRealEstate and Country Cars. Its Transactions Division consists of a portfolio of sites that lead in their niche categories including RSVP, Stayz, InvestSMART and EssentialBaby.

* Source: Roy Morgan Research, March 2008

[^] Source: Nielsen Net Ratings, Market Intelligence Domestic, May 2008

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