



Press Release



Macquarie Edges Into ONE's Sponsorship Line-up

8 September 2009

Network Ten is pleased to announce Macquarie's direct to personal investor business has joined ONE's principal sponsorship line-up. Macquarie joins Harvey Norman, Hungry Jack's, Mars, Panasonic, PokerStars.net and Sportsbet as a key sponsor of ONE, Australia's only free-to-air 24-hour sports channel.

In a deal covering ONE and TEN, the sponsorship also includes airtime throughout the 2009 AFL final series, simulcast on ONE and TEN, as well as the development of integrated program content across both channels. In addition, Macquarie becomes a major broadcast partner of ONE's extensive domestic and international golf tournaments.

In announcing the sponsorship, Network Ten chief executive officer, Grant Blackley said: "With nothing else like it on free-to-air television, ONE is an incredibly distinctive and valuable property for advertisers and we're encouraged to see further sponsors taking advantage of this opportunity.

"Since it began broadcasting just over five months ago, ONE has attracted some of Australia's best known brands in a range of categories. We are delighted to now welcome one of Australia's most respected financial services brands as our principal finance sponsor," Mr Blackley said.

The sponsorship, which was brokered by the Initiative media agency, will feature Macquarie's new online trading platform, Macquarie Edge - which offers a unique trading experience for the increasing number of Australians eager to trade shares on-line.

Macquarie Edge brings together the tools and information an online trader needs to make informed investment decisions, including news and analyst commentary, company profiles and financials, access to Macquarie's award-winning research and a community functionality which allows users to discuss market insights and view trading activity.

Macquarie's head of direct investing, James Leplaw said: "With Macquarie Edge we believe we are introducing Australia's self directed investors to a new way of trading. Our market research found that these investors are looking for a range of features that are not currently available in one place, so Macquarie Edge intelligently brings all of this together into a highly functional site.



"We genuinely believe that a broad range of Australians should find exceptional value in this site, whether they are an experienced trader or simply interested in finding out more, which is the reason we chose to develop a partnership with ONE. As Australia's number one sports channel, with a broad audience of all ages, both genders and all walks of life, it is a natural fit," Mr Leplaw said.

In its first six months, ONE has reached 5.96 million people and 43.6% of metropolitan households. ONE reaches over 2.3 million people every week - more than the combined reach of Fox Sports 1, 2 and 3.

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Notes to Editors:

Ratings

Any reference to or reporting of ratings data in this release must be sourced OzTAM and relates to 5 City Metro 12 April - 31 August 2009. All simulcast programming (TEN and ONE HD) is reported solely as a combined number shown in TEN's viewing figures. There is no separate ratings data available for ONE HD when programming is simulcast with TEN.

About Macquarie Edge: www.macquarie.com.au/edge

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