

## EYE wins Australia's most prized tender

For Immediate Release  
Monday, August 1, 2011

SYDNEY – Sydney Ports Corporation has awarded leading Out-of-Home media company EYE the advertising rights to the biggest billboard in the southern hemisphere – Sydney's iconic Glebe Island Silos.

EYE and its companies have exclusively managed the Sydney Ports' owned Glebe Island Silos

signage since its inception in 1996. Perfectly positioned on Sydney's Anzac Bridge, this breathtaking landmark offers over 200 metres of direct, unobstructed exposure to over 1.3 million people each month. The site is widely recognised as far more than a media choice – it is a statement of stature, aspiration and success.

This huge win signifies that Sydney Ports Corporation acknowledges EYE's unique and invaluable understanding of the Glebe Island Silos. Heather Mattes - General Manager, Property and Asset Management, Sydney Ports Corporation said, "EYE provided a professional commercial proposition that recognises the marketable value and unique location of the Glebe Island Silos site. This contract continues a longstanding relationship with EYE."

EYE specialises in high impact 'statement' media, enabling brands to make big announcements, shift consumer perceptions and drive behavioural change. Working closely with TEN, EYE will further build on the site's iconic nature in the media market and continue to provide advertisers access to this prestigious opportunity, at the gateway to the Inner West to and from Sydney's CBD.

"We are thrilled to continue our relationship with Sydney Ports Corporation. The Glebe Island Silos are part of EYE's heritage and given its size and stature, it is clearly a landmark of distinction and the number one advertising opportunity for many advertisers," Mike Tyquin – CEO, EYE Australia & New Zealand says.

EYE has also celebrated a succession of wins in recent months with Melbourne Airport and Western Sydney Parklands' M7 motorway sites.


###

Source: MOVE, 2010





# Media release

EYE IS A PROUD AND  
FOUNDING MEMBER OF move

## About EYE

EYE is an international Out-of-Home advertising company specialising in airport, retail, roadside and university media. Connecting leading brands with active consumers, EYE's media reaches large-scale audiences throughout their daily journeys. Eye Corp Pty Ltd is a wholly owned subsidiary of Ten Network Holdings Limited, a publicly listed company which also operates Network Ten, the broadcaster of Australian free-to-air channels ONE, TEN and ELEVEN.

## For more information please contact

**AUSTRALIA & NEW ZEALAND** LEONIE COLLINS / GENERAL MANAGER MARKETING LEONIECOLLINS@EYECORP.COM TEL +61 2 8584 2245. **GLOBAL** ALASTAIR BANNERMAN / GLOBAL MARKETING DIRECTOR ALASTAIRBANNERMAN@EYECORP.COM TEL +44 207 317 1010. **COMMUNICATIONS** RENÉE AUSTIN / CORPORATE COMMUNICATIONS MANAGER – GLOBAL RENEAAUSTIN@EYECORP.COM TEL +61 2 8584 2290. **UK** STEPHANIE GIBSON / MARKETING MANAGER STEPHANIEGIBSON@EYECORP.COM TEL +44 207 317 1010. **USA** MICHELLE SCHIANO / VICE PRESIDENT MARKETING MICHELLESCHIANO@EYECORP.COM TEL +1 646 871 4413.  
**TWITTER** TWITTER.COM/EYE\_OUTOFHOME **LINKEDIN** WWW.LINKEDIN.COM/COMPANY/EYE-USA/ **YOUTUBE** WWW.YOUTUBE.COM/USER/EYEOUOFHOME