



EYE appoints General Manager, Sales

For Immediate Release
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SYDNEY – Following an extensive executive search, leading Out-of-Home media supplier, EYE, today announces the appointment of **Mark Fairhurst** to the role of General Manager, Sales. This appointment completes the significant restructure EYE recently made to present a unified sales and marketing approach to market in August.

Mark joins EYE from SBS, where he was instrumental in establishing the new in-house sales function, previously represented externally.

Prior to SBS, Mark was State Sales Director at APN Outdoor, bringing with him extensive experience in the Out-of-Home sector. He also held senior sales roles across many of Fairfax's leading titles.

Mike Tyquin, CEO, EYE Australia & New Zealand comments, "This is terrific news for our company and I'm excited about the opportunities a media executive of Mark's experience brings to EYE, but also as we work more collaboratively with our colleagues at TEN and DMG.

"Mark's reputation in the market is second to none and I know that having a leader of his capability will be a fantastic resource and asset to all in our sales team across Australia and New Zealand. I look forward to welcoming Mark to our senior management team where he will lead the continuing refocus of our sales approach and deliver outstanding innovative solutions for our clients."

Mark added, "I am delighted to be joining EYE at such an exciting and important time for the organisation. Great products, a strong brand, a new structure and an excellent team make a recipe for success. I look forward to working with you all."

Mark will commence with EYE on November 28, 2011.

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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

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