



For Immediate Release

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EYE commits to transforming Brisbane Airport Media

SYDNEY - Out-of-Home media operator EYE, a TEN Network Holdings Company, today announced the next phase of its transformation of airport media through the complete reinvention of the advertising media offering for Brisbane Airport.

Brisbane Airport has been a high growth and critical part of Eye's airport media network for more than 10 years and this announcement will see the continuation of Eye's transformation of airport media through the development of a range of new digital advertising formats, including sophisticated high-definition internal and external digital sites capable of online and social media integration.

The Brisbane redevelopment will follow similar initiatives at Melbourne Airport and Sydney Airport Domestic Terminal 2 and will run in parallel to Qantas Domestic terminal redevelopments in Sydney, Melbourne, Brisbane and Perth. On completion of the Brisbane project EYE will provide advertisers with a simple and efficient way to reach over 100 million travellers each year.

The redevelopment follows agreement with Brisbane Airport Corporation for a new long term and exclusive contract and will see EYE invest over \$3 million.

Andrew Brodie, General Manager Terminal Retail and Commercial Brisbane Airport Corporation (BAC), said, "BAC has had a long association with EYE and this new partnership will result in a contemporary and innovative media proposition across our terminals in line with the strategic growth plans of Brisbane Airport".

EYE's ANZ Chief Executive Officer, Mike Tyquin said, "We're delighted to continue our partnership with Brisbane Airport Corporation and in doing so will be able to extend our next generation technology network and will be delivering the most innovative, interactive and engaging offer in the out of home media category."

This announcement follows EYE's recent news of their investment to lead a total transformation of advertising media in all Qantas terminals across Australia.

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At EYE, we are experts at engaging with audiences out of home, we don't sell space we invent possibilities by listening to you, understanding your brand ambition and challenging conventional wisdom. Out-of-Home is a powerful medium for audience provocation and we get it.

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