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ASX ANNOUNCEMENT

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Gordon and Gotch (a fully owned subsidiary of PMP) acquires IMD

Auckland, Monday, 31 August 2009 - Listed printing and media services company PMP Limited (ASX:PMP) today announced that it had entered into an agreement to acquire the magazine distribution business Independent Magazine Distributors (IMD) via Gordon and Gotch NZ Ltd.

Gordon and Gotch is New Zealand's largest independent magazine distributor, with more than 2,500 titles in its stable. IMD was formed 11 years ago to manage the distribution needs of independent New Zealand publishers in an environment where magazine distributors at that time were owned by publishing houses. This is now no longer the case.

Gordon and Gotch general manager, Anthony Aitken, says the purchase is a natural fit for Gordon and Gotch and PMP, and it will be business as usual for IMD's publishing customers as the operation moves to Gordon and Gotch.

PMP New Zealand general manager, Peter Browne, says the acquisition of IMD continues PMP's investment in New Zealand and represents a logical extension of PMP's mission to be the leading supplier of marketing and printing services to publishers in New Zealand.

PMP Limited is one of the largest integrated media providers in Australasia, providing services in printing, database marketing, digital premedia, design, letterbox distribution and magazine distribution.

ENDS

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