

ASX Announcement

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PMP Limited Secures Sensis White Pages® & Yellow Pages® Printing Contract

Monday, 12 October 2009 – Australia’s largest printing and distribution company, PMP Limited, has announced it has secured a major contract to print the Yellow Pages® and White Pages® Directories for leading directories and advertising business, Sensis Pty Ltd.

The seven year agreement, worth an estimated \$50m in revenue in the first year, will see PMP invest in a world class specialist directories printing facility at Chullora, New South Wales. The directory print centre will enable PMP and Sensis to benefit from cost savings, improved quality and speed to market, and new advertising and marketing initiatives whilst providing a long term Australian manufacturing solution for directory publishing and printing.

Richard Allely, CEO of PMP Limited, said this was a significant agreement for PMP as it looks to continue to transform and re-energise the company into a cost effective, customer-focused printing and distribution business.

“The relationship between PMP and the printing of White Pages® and Yellow Pages® directories is a long standing one. White Pages® and Yellow Pages® continue to be an extremely popular source of information for millions of households and businesses across Australia and we are delighted to have secured the contract to print for the next seven years.

“This announcement comes at an important time for the company. It demonstrates that PMP can deliver competitive and customer focussed solutions for businesses and offer Australian based world class printing services and facilities that customers such as Sensis demand.”

Mr Allely went on to say the agreement would enable PMP Limited to invest in equipment upgrades at the Chullora plant and develop a unique printing solution for Sensis.

Sensis General Manager service and delivery, Michael Richardson said he was pleased to extend Sensis' long running partnership with PMP.

"This seven year agreement is evidence of our confidence in PMP and our confidence in a strong long term future for Yellow Pages® and White Pages® print directories.

"We are also particularly pleased that our investment supports an Australian manufacturing company," Mr Richardson said.

The seven year contract officially commences on 1 July 2009 and will see PMP Limited printing a total of 96 metropolitan and regional Yellow Pages® and White Pages® directories each year.

For further information

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