

A member of Bernard Hodes Global Network

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ADCORP AUSTRALIA LIMITED
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The Board of Directors of Adcorp Australia Limited today announced the appointment of Matthew Mellor as Chief Executive Officer of The Company.

Mellor was appointed to the position of Chief Operating Officer in early January 2010, with the brief to fully evaluate the existing business, make recommendations on the company's restructure and to develop a business plan for growth and diversification.

In announcing this appointment The Board said they had been pleased with the progress that the company had made under Mellor's stewardship as COO and looked forward to the further improvement of Adcorp's earnings and new business prospects.

Mellor, previously General Manager of Adcorp Victoria and National Head of Solutions, joined the business in 2006. Prior to serving with Adcorp, he held senior positions with Direct and Mainstream advertising agencies in Australia, Singapore and London.

Speaking of his appointment as CEO, Mellor was extremely positive. "My commitment as CEO is to sustain our position as the best advertising agency in our space, to deliver a superior service experience for our clients and provide engaging and rewarding careers for our people. Our clients have welcomed the recent changes to the business. I'm very excited to deliver ongoing success to our clients, our people and our investors".

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For further information concerning this release, please contact Matthew Mellor, Chief Executive Officer – Adcorp Australia Limited on +61 2 8524 8500.