



C|T FINANCIAL
COMMUNICATIONS & CAMPAIGNS

11 July 2007

MARK WESTFIELD JOINS C|T FINANCIAL

Research and corporate campaign strategists, Crosby|Textor, are pleased to announce the appointment of Mark Westfield as Director, Sydney, of C|T Financial - Crosby|Textor's financial and corporate communications unit.

Mr Westfield is a former Walkley Award-winning business journalist who has spent the past (3) three years providing communications counsel to a range of corporate clients during complex and high profile mergers and acquisitions, takeovers and litigation support.

He brings to C|T Financial an impressive depth of business knowledge and media contacts following a distinguished career in newspaper and television financial reporting and commentary. He is the author of two books: *HIH, The Inside Story of Australia's Biggest Corporate Collapse* and *The Gatekeepers: The Global Media Battle to Control Australia's Pay TV*.

Mr Westfield takes up his position with C|T Financial next week.

Contact Jannette Cotterell
 Director and Head of Canberra
 Crosby|Textor
 Tel: +61 (0)419 204 059

ABOUT C|T FINANCIAL

C|T Financial provides strategic financial communications advice and investor relations campaign management. We apply the sophisticated market research tools proven in consumer marketing and political battles to ensure that you have the right message, target audience, values, leadership positioning and communications vehicles. We then turn these insights into powerful campaign strategies and practical campaign executions.

C|T Financial is focused on the critical issues which directly affect your company's value.

We execute investor relations campaigns which target the perceptual and behavioural drivers that motivate shareholders, potential shareholders and other key stakeholders to change their behaviour.

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