



Broadcast Services Australia Limited

ABN: 50 088 412 748

Richard Alston Joins BSA as Chairman

Wednesday 13 October 2004 Broadcast Services Australia (ASX: BSA) is delighted to announce that the Honourable Richard Alston has joined the BSA Board and will take up the position of Chairman after the company's Annual General Meeting on November 23. Concurrently, current BSA Chairman Brett Crowley will step down from his position and retire from the Board at the conclusion of the Annual General Meeting. After more than three years as the Company's Chairman, Mr. Crowley has recently increased his already heavy workload and will retire from the Board to focus on other business interests.

"I am delighted that Richard Alston has agreed to join the Board to lead BSA through the next stage of its growth. My three years as Chairman have been enjoyable and satisfying, having been part of the team that has returned the company to profitability and established BSA as a strong participant in the broadcast and telecommunications industry. I expect the strong management team now in place will continue to drive revenue and earnings in this continually developing industry," Brett Crowley said.

Richard Alston retired from the position of Federal Minister for Communications, Information Technology and the Arts more than twelve months ago, after serving for more than seven and a half years as Minister for Communications.

"The opportunity to chair a company with dynamic management and business potential in both broadcast and telecommunications is very appealing," Richard Alston said.

"BSA's structure gives me the flexibility to assist BSA's specific divisions in different ways. The company is well placed to expand its delivery of quality services to communications carriers, subscription television providers and broadcasters of both radio and television at various levels of complexity. As the digital rollout is in full swing and broadband delivery enters its next phase, the opportunity to play a part in BSA's future very exciting," he added.

Richard Alston's broadcast and telecommunications sector experience and involvement in policy formation extends over many years, giving him considerable experience in crucial aspects of BSA's areas of commercial activity. As well, Mr. Alston's understanding of likely future trends and industry frameworks will be a valuable asset for the company.

Mr Alston's package includes an annual directors fee of A\$70,000 plus one million share options vesting in twelve months, granted at the weighted average trading price five days prior to his appointment to the Board. The Board of Directors believes the benefit is reasonable and reflects fair value to the company and its shareholders given the circumstances of the company, the responsibilities of the position and the requirement for achievement of long term goals.

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Broadcast Services Australia Limited is a leading infrastructure and equipment supplier to the broadcast industry, the largest provider of satellite installations for the subscription television industry and a significant provider of high volume contracting services to the telecommunications industry.

Broadcast Services Australia Limited has two divisions:

1) Contracting Solutions (BSA CS) – Australia's largest provider of domestic and commercial satellite installations for the subscription TV industry. BSA CS also provides high volume contracting services to the telecommunications industry.

2) Transmission Solutions (BSA TS) – a major turn key equipment & infrastructure services supplier to the broadcast and telecommunications industries. BSA TS represents some of the world's best broadcast equipment and its engineering department has an outstanding reputation.

For more information visit our website: www.bsa.com.au