

INFOMEDIA APPOINTS LONG-TIME SENIOR EXECUTIVE AS CHIEF EXECUTIVE OFFICER

Friday, 27 September 2013 – SYDNEY:

Global automotive industry IT developer, Infomedia Ltd (**ASX:IFM**) (**Infomedia**) announced today the appointment of Andrew Pattinson as Chief Executive Officer of the Company (**CEO**). This follows the recent announcement that Executive Chairman Richard Graham would step down from his executive duties and move to the role of Non-Executive Chairman.

Mr Pattinson is a 25-year veteran of the firm, having held several senior positions including director of the Company between the period of October 2001 and October 2004. He joined the fledgling Infomedia organisation as COO in 1994, and in 2000 became General Manager of the Company's first corporate acquisition, Melbourne-based Datadeck Publishing Pty Ltd, where he orchestrated the successful business integration and oversaw its evolution to become the Company's second development centre and the eventual home of Superservice Menus.

In 2004 Mr Pattinson established and became managing director of Infomedia's UK based European subsidiary. He created both structure and goodwill for the Company and its products in its largest market. He returned to Australia in 2009 as director of the Company's Global Solutions and Systems division.

"Andrew has been instrumental in building the Company's success both externally with our customers and internally amongst our teams," Executive Chairman, Richard Graham said. "Andrew and I have worked collaboratively for 25 years and I have complete confidence that he will continue the course of growth and innovation to which the Company has returned."

Infomedia Director, Fran Herson, said that after considering all options it became apparent that promoting Mr Pattinson to the position of CEO was in the best interest of the business and its shareholders. "Over the past three years it has taken a real team effort to return the Company to its current position of strength and opportunity," Ms Herson said. "Within that team, Andrew's leadership and capability were crucial success factors."

Mr Pattinson said: "I feel honoured to be entrusted with our Company's future, and I'm committed to establishing Infomedia as the leading supplier in its field. I am grateful for the remarkably talented team of people we have at the Company, in all areas of the business. For them, for our shareholders and most importantly for the markets that we serve with our mission critical and competitive advantage products, we will continue to build our great Company on my watch."

Mr Pattinson assumes the CEO role effective immediately and has been appointed as an Executive Director to the Board. The key terms and conditions of Mr Pattinson's Executive Agreement are outlined in Annexure A to this announcement as required by Listing Rule 3.16.

Mr Graham will continue to lead the Board as Non-Executive Chairman.

- ENDS -

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ANNEXURE A
KEY TERMS OF EMPLOYMENT FOR MR ANDREW PATTINSON

The key terms and conditions of Mr Pattinson's Executive Agreement are summarised below.

TERM
The Agreement takes effect from 27 September 2013 and continues for three years expiring on 26 September 2016 unless terminated earlier.
REMUNERATION
Base Salary: The Executive is entitled to an annual salary of \$310,458.00 (Base Salary) plus superannuation contributions as required by law. Base Salary is subject to annual review by the Board and may be increased based on achievement of key financial performance indicators.
Short Term Incentives: Executive is entitled to a pre-tax bonus up to 19% of Base Salary based on the Company's financial performance and the achievement other key performance indicators and goals set by the Directors from time to time.
Long Term Incentives: The Executive is entitled to:
<ul style="list-style-type: none">▪ Retain all existing share options held as at the date of the Agreement; and▪ Receive an additional 750,000 share options with a strike price of 56.5 cents and vesting as follows:<ul style="list-style-type: none">○ 250,000 on or after 27 September 2014;○ 250,000 on or after 27 September 2015; and○ 250,000 on or after 27 September 2016.○ 31 October 2016 is the last exercise date.▪ All options remain subject to objective performance hurdles and are governed by the Company's ESS rules.
TERMINATION
Termination without cause on or after 27 September 2015:
<ul style="list-style-type: none">▪ Either party may terminate by giving 6 months' notice (Notice Period) at any time.▪ The Executive is entitled to receive his ordinary Base Salary and any Performance Bonus payable during the Notice Period.▪ Additionally, the Executive may continue to participate in the Company's Employee Share Scheme during the Notice Period.▪ The Company may elect to dispense with the requirement for the Executive to provide his services during the Notice Period. Where such election is made, the Company will make payment within 7 days reflecting the amount that would ordinarily be payable to the Executive during the Notice Period.
Termination without cause prior to 27 September 2015:
<ul style="list-style-type: none">▪ In addition to the rights outlined above, the Executive will be entitled to receive a severance payment equivalent to his annual Base Salary (excluding superannuation) if his position is terminated within the first 24 months after his commencement date provided that such payment is permissible without shareholder approval. If shareholder approval would otherwise be required, then the severance payment shall be reduced to a level not requiring shareholder approval.
Termination with cause:
<ul style="list-style-type: none">▪ Infimedia may terminate the Executive with immediate effect for serious misconduct or other circumstances justifying summary dismissal. Termination is effective immediately and only accrued and unpaid entitlements owing to the Executive as at the termination date are payable.
RESTRAINT & CONFIDENTIALITY
The Agreement sets appropriate trade restraints to restrict the Executive from acting contrary to the interests of the Company for up to 12 months from the termination date and to ensure the integrity of the Company's confidential information.