

BlueFreeway (ASX: BLU) Announcement

BlueFreeway company Holler Sydney wins Lion Nathan digital account

Sydney, Australia – Tuesday 22nd April, 2008: BlueFreeway (ASX: BLU), an independent global digital marketing and communications company, is pleased to announce that its portfolio company Holler Sydney has won the much sought after Lion Nathan account.

Lion Nathan has appointed Holler Sydney to its prestigious digital account following a highly competitive pitch against nine other agencies. Holler will become Lion Nathan's digital marketing agency providing digital design, marketing and strategy across all Lion Nathan brands. Lion Nathan was offered an integrated online solution encompassing design and creative as well as technology. Holler was supported in the pitch by key BlueFreeway portfolio companies.

Margaret Zabel, National Marketing Director, Lion Nathan Australia said: "We are excited by the specialist knowledge and creativity Holler Sydney will bring to the table in this evolving digital space. Digital helps us connect with our consumers effectively and is enormously important to our ongoing success in the marketplace."

"Our agencies are key partners to our business, so we look for long-term partners who know and are as passionate about our brands, our business, our consumers and customers as we are," she said.

Mike Hill, Director at Holler Sydney said: "This appointment is testament to our ability to offer strategy, creative expertise and technologies that resonate clearly with Australian consumers. Having competed against global agencies in the pitch, this is a great demonstration of how a boutique agency like Holler can deliver quality services for Australian companies and brands. I am extremely proud of all the companies that participated in winning this prestigious account and can confidently say that Lion Nathan will receive exceptional services from the BlueFreeway group".

Shane Murray BlueFreeway Chief Operating Officer said: "This is a clear example of the value add of providing a one stop online offering encompassing the specialist skills of the BlueFreeway portfolio companies across design and creative as well as technology in order to deliver an integrated online solution."

The high-profile Lion Nathan brands that will be worked on include Tooheys New, Tooheys Extra Dry, XXXX Gold, Hahn Super Dry, Beck's, James Squire, Barefoot Radler, Kirin, McKenna and Inner Circle Rum, as well as brands from the J. Boag & Sons trademark.

Background:

- Lion Nathan is committed to investing in building great brands, spending 8-10 per cent of net revenue on marketing initiatives
- Lion Nathan operates a Power Brand strategy in Australia, concentrating investment behind lead national brands XXXX Gold, Tooheys New, Tooheys Extra Dry, Hahn, J. Boag & Son, Heineken and Beck's
- Lion Nathan's roster of creative agencies includes BMF, Host, Saatchi & Saatchi and Publicis Mojo

About Holler Sydney www.hollersydney.com.au

Holler, founded in 2001 and based in Sydney & London specialises in providing digital design, marketing and strategy that allows brands to fulfil potential by way of strong creative digital entertainment. A background in the entertainment industry means it can focus on developing content that people actively try and find not advertising that people traditionally look to avoid. Its prestigious client list includes: Lion Nathan Wine Group, ACP Magazines, Fairfax, Westfield, Universal Music Australia, Institute of Chartered Accountants, P&G, Channel 4, Ministry of Sound, Nike, Penguin, Universal Pictures, Yahoo! and Westfield. In 2006 Holler launched in Sydney and is now part of the BlueFreeway group.

About BlueFreeway www.bluefreeway.com

BlueFreeway (ASX: BLU) is an independent, global digital and interactive marketing communications company offering a suite of end-to-end, internet and mobile marketing solutions. The BlueFreeway group is made up of 25 companies specialising in digital marketing including: Blackglass, BlueArc Group, BlueCentral, Certifica.com, Clear Light Digital, Cogentis, Communicator Interactive, Deepend Sydney, Digicon, eHound, Fivia, Forty Two International, Holler, IBC, JSA Interactive, MassMedia Studios, Max Australia, PlanetUTech, Reflexible, SageMetrics, Spectrum Communications, Spin Communications, Media Synergies, Tentacle, and Viva9.

With 500 staff servicing over 1,500 publishers and advertisers in all continents, BlueFreeway offers a collaborated network of companies that help simplify the management of multiple vendors.

For more information contact:

Lauren O'Neil

Lion Nathan

lauren.oneil@lion-nathan.com.au

Shane Murray

BlueFreeway

Phone: +61 (2) 9336 8500

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