

ASX/MEDIA RELEASE

PHOTON SUCCESSFULLY RAISES \$76.6 MILLION

Photon Group Limited (ASX Code: PGA) announced today that it had raised \$76.6 million through the issue of 25.53 million shares at \$3.00 per share following the completion of its rights issue announced on 4 June 2008.

Mr Tim Hughes, Executive Chairman said “The funds raised from this rights issue put the company in a strong financial position. We will pay down debt with the net proceeds and continue to have undrawn long term credit facilities which can be drawn to pursue opportunities that either bolt onto existing operations or stand-alone acquisitions that will be earnings accretive and enhance the value of the overall group. Photon intends to maintain prudent leverage ratios while continuing its commitment to its dividend payout policy.”

“As previously announced Photon’s EBITDA for fiscal year 2008 will be in excess of \$75 million. Contrary to the negative outlook of most advertising dependent media companies, Photon expects to go against the trend and deliver double digit revenue and earnings growth in the coming year. This is being driven by our weighting toward internet marketing, strategic intelligence and specialised services such as public relations and corporate communications.”

Mr Matt Bailey, CEO said “Our overseas companies are growing strongly and here in Australia we are seeing a shift towards independent marketing companies at the expense of multinationals. Photon is continuing to reap the benefit as marketing and communication budgets shift to specialised areas such as internet marketing, strategic communications advice and public relations.”

Following the allotment today of 25,529,790 ordinary fully paid shares at \$3.00 per share in accordance with the rights issue, Photon has a total of 102,119,159 ordinary fully paid shares on issue.

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Attached

Appendix 3B

Top 20 Shareholders