

16 September 2010

**ASX ANNOUNCEMENT  
MANAGEMENT TEAM UPDATE**

Photon Group Limited (ASX:PGA) today announced that Matthew Melhuish will join Photon's senior management team in the role of Head of Australian Agencies.

The Australian Agencies division includes all of Photon's marketing agencies, including leading integrated agencies BMF and BWM. Matthew is a founder of BMF and has been the CEO for the past 15 years.

Photon also announced that Jon Wilkins, will move into a newly created role of Head of Group Development & Strategy with a mandate to drive greater collaboration amongst Photon agencies and growth of service and product offering. Jon had been managing director of the Integrated Communications & Digital division, which will now form a large part of the Australian Agencies division and is a founder of Naked Communications.

Jeremy Philips, CEO of Photon Group said: "We are very pleased to welcome Matthew to his new role within Photon. His leadership, both at BMF and across the industry, will be invaluable as we bring together Photon's Australian agencies. Having Jon dedicated to group development and strategy will have real benefits for the way we work together across the group."

Matthew Melhuish said: "I am very excited about the opportunity to bring together Photon's Australian based agencies to form the leading provider of marketing services in this country. There are some outstanding brands and people within the division and I look forward to working closely with them and their clients over the coming years."

Jon Wilkins said: "Over the last year at Photon, I have had the pleasure with working with some of the most dedicated, professional and entrepreneurial people. The new structure allows us to connect talent from across the group around new opportunities to grow our clients' businesses, whilst at the same time continuing to ensure we are offering world class advice across all aspects of the ever changing marketing mix"

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