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**ASX/MEDIA RELEASE**

**PHOTON GROUP ACQUIRES LEADING PUBLICITY COMPANY MARKSON SPARKS PUBLICITY**

Photon Group (ASX:PGA) has further strengthened its Specialised Communications Division with the acquisition of 100% of leading publicity company Markson Sparks Publicity Pty Limited (**Markson Sparks Publicity**).

Markson Sparks Publicity, run by Ro Markson, specialises in media management, event management, and relationship marketing. Ro Markson has 26 years of experience in publicity and event management and the clients of Markson Sparks Publicity extend across a broad range of sectors from movie production, as well as media, cosmetic, weight loss and recruitment companies.

Matt Bailey, CEO of Photon said: "Markson Sparks Publicity has a proven track record in event management and publicity. The company combines a strong list of blue-chip retainer clients, outstanding media and industry contacts, and excellent prospects for future growth."

Managing Director of Specialised Communications, Adam Kilgour said: "Markson Sparks Publicity brings a unique expertise in corporate and consumer publicity to Photon's Specialised Communications Division".

Markson Sparks Publicity director, Ro Markson said: "We look forward to bringing our deep understanding of the media in all forms to Photon. With Photon's support, we will be able to take the business to a new level."

The initial purchase price is an upfront cash payment of \$3 million, to be funded using existing debt facilities. In addition, deferred consideration tied to the earnings of the business through to 30 June 2010. Over the next 12 months, the acquisition of Markson Sparks Publicity is expected to be accretive to Photon's earnings per share.

Photon is a specialist marketing services company comprised of five strategic divisions: Strategic Intelligence, Integrated Communications & Digital, Field Marketing, Internet Marketing & Communications and Specialised Communications

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