

ASX ANNOUNCEMENT

Appointment of Head of Field Marketing and Retail Agencies



Photon Group Limited (ASX:PGA) today announced that Craig Hart will join Photon's senior management team to lead the Field and Retail group, which includes businesses based in Australia and the UK.

Craig joins Photon from Omnicom where he is President of Retail Agencies Asia, with responsibility for Omnicom's field marketing businesses in Australia and Asia. Previously, he was CEO of CPM Asia Pacific, and has also practised as a commercial lawyer.

Jeremy Philips, CEO of Photon Group, said Craig's experience running a large regional field marketing organisation will be valuable to Photon as the company seeks to streamline, more actively manage, and grow its field marketing and retail operation.

"Hiring an executive of Craig's calibre will further strengthen the management team of Photon and will help sharpen the strategic focus and operational performance of our businesses in this division," Mr Philips said.

Craig Hart said: "The field marketing and retail agencies will provide an increasingly relevant and strategic capability for Photon's clients. I am excited to be joining a group that has strong assets already in place and opportunities for further improvement and growth".

Craig will be based in Melbourne and will be a senior representative of Photon supporting its operations in Victoria. Craig commences in the role on 28 February 2011.

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