

The logo for Photon Group features the company name in a white serif font, centered within a horizontal red band. This band is set against a background of a dense, horizontal spray of red dots of varying sizes, which tapers off to the right.

PhotonGroup

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ASX/MEDIA RELEASE

**PHOTON GROUP MOVES TO FULL OWNERSHIP OF COMMUNICATIONS
PLANNING AGENCY BELLAMY HAYDEN**

Photon Group today announced it had moved to 100 per cent ownership of communications planning agency Bellamy Hayden, after buying the 60 per cent it doesn't already own.

Bellamy Hayden specialises in communications planning, helping advertisers to improve the connection between brands and customers. The company has successful and fast-growing offices in both Sydney and Melbourne. Bellamy Hayden also has client relationships in New Zealand and has begun expansion into South-East Asia, opening an office in Bangkok.

Executive Chairman of Photon, Tim Hughes said: "Photon was an original shareholder of Bellamy Hayden in 2000 when Simon and Phil set up their business. Bellamy Hayden has expanded rapidly over the last few years and will continue to seek new business both in Australia and overseas. Strengthening our relationship means Bellamy Hayden will have the full resources of Photon to support its growth."

Derek Leddie, Managing Director of Photon's Strategic Intelligence said: "Bellamy Hayden has become Australia's most awarded media agency since its inception. The company offers value-added services in areas such as brand planning and digital strategy and has a stable of blue-chip clients."

Bellamy Hayden executive director Simon Bellamy said: "Photon has been a shareholder since 2000 so we know them really well. There are major benefits to being fully part of the group. We see South-East Asia and other regions in the future, as a real opportunity for us. Photon's Asian and global plans fully align with ours."

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

Contact

Tim Hughes
Executive Chairman
Photon Group Limited
0419 555 733

Simon Bellamy
Director
Bellamyhayden Pty Ltd
0412 182 288

Derek Leddie
Managing Director – Strategic Intelligence Division
Photon Group Limited
0409 282 565