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**ASX / MEDIA RELEASE**

**PHOTON GROUP STRENGTHENS ITS EXPERIENTIAL AND FIELD MARKETING DIVISION WITH THE ACQUISITION OF CLUB SALES**

- **Acquires leading field marketing company, Club Sales**
- **Further strengthens experiential and field marketing division**
- **Acquisition earnings per share accretive in first 12 months**

Photon Group (ASX:PGA) has further strengthened its field marketing division, today announcing the acquisition of leading food brokerage and sales merchandising company, Club Sales and Merchandising Pty Limited and Club Food Brokerage Pty Limited (Club Sales).

Club Sales specialises in the food brokerage and sales merchandising industry. It provides its clients with account management services and managing ongoing relationships with purchasers to maximise sales of clients' products. It has a suite of leading food and beverage brands in the sector.

Chief Executive of Photon, Matt Bailey said: "Club Sales is a natural fit for Photon and complements our already strong field marketing division. It has a range of blue chip clients across the food and beverage sector and brings particular expertise in that industry. With this acquisition, Photon continues to build its outstanding capability in field marketing across all major industries in the market. "

Felice Testini, Chief Executive of Club Sales said: "We are delighted to become part of Photon, who has demonstrated a leading commitment to field marketing and merchandising in Australia. We have sufficiently grown the business to the extent where the next logical progression for us was to partner with the Photon Group to help the business achieve the next stage of its growth agenda. "In addition it has also given our employees and clients substantially increased sustainability."

Over the next 12 months, the acquisition of Club Sales 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, Experiential & Field Marketing, Internet Marketing & Communications and Specialised Communications

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