



Brisbane Broncos Limited
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ASX Company Announcements

Dear Sir/Madam

APPOINTMENT OF NEW CHIEF EXECUTIVE OFFICER BRISBANE BRONCOS LIMITED

The Board of Brisbane Broncos Limited today announced the appointment of a new Chief Executive Officer (CEO) effective from 1 January 2011. This follows an earlier announcement that the current CEO Mr Bruno Cullen will retire at the end of the 2010 calendar year.

The appointee is Mr Paul White.

Mr White has a strong corporate background. He holds an MBA and has spent the past five years in senior positions with Anglo American Metallurgical Coal and prior to that a number of years with Xstrata Zinc. He is currently a senior executive with Anglo American Metallurgical Coal based in Brisbane.

He has lived and worked extensively throughout regional Queensland including almost 20 years in the Queensland Police Service. Mr White has been heavily involved in Rugby League both as a player and a coach and has held an impressive range of appointments. He has captained both the North Queensland and Central Queensland teams and has been a premiership player/coach in various towns including Emerald, Moranbah, Mt Isa and Rockhampton. In 2001, 2003 and 2004, Mr White was the Staff Coach at the Queensland Academy of Sport Emerging Origin Players program. He was the Queensland under 17 coach in 2006. In 2008, Mr White was named in the Queensland Police Team of the Century which included greats such as Mal Meninga, Peter Jackson, Greg Veivers and Wayne Bennett.

During his time in the Queensland Police Service, Mr White was awarded the Queensland Police Service Medal and the National Service Medal. In 2007/8 Mr White was selected for the Vincent Fairfax Fellowship Award and was involved in an advanced leadership program. During his career, Mr White has gained a number of community awards. He has been extensively involved in working with aboriginal communities and in particular with aboriginal youth programs.

In announcing the appointment, Broncos Chairman Darryl Somerville said that the Broncos Board was very pleased to have found someone with the rare combination of business experience and passion for the game of Rugby League.

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"Paul's background and experience make him an ideal person to fill the role as CEO of the WOW Brisbane Broncos. He has worked in senior corporate positions for many years. He has an MBA and also has a very long and successful Rugby League career both as a player and a coach."

"We very much look forward to Paul commencing with the Broncos in January 2011. There will be a hand over period early in the year and from then it will not be long until trial games, the season launch and our first game. Paul will hit the ground running and I know he is looking forward to it."

For further information, please contact WOW Brisbane Broncos Chairman Mr Darryl Somerville on 0416 069 555.

Yours faithfully

A handwritten signature in dark ink, appearing to read "Louise Lanigan", is centered on a light yellow rectangular background.

Brisbane Broncos Limited
Louise Lanigan
Company Secretary