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ASX RELEASE

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STW appoints Ogilvy & Mather Executive Chairman

STW Communications Group Limited ("STW" ; ASX:SGN), Australia's leading marketing content and communications services group and its joint venture partner Ogilvy & Mather Worldwide, announce the appointment of Tom Moulton as Executive Chairman, Ogilvy & Mather Australia.

Effective from January 2011, Moulton takes on the new national role to oversee all STW Group's interest in Ogilvy & Mather Australia with the exception of Ogilvy PR. His remit covers a range of businesses including Ogilvy & Mather Sydney, Ogilvy Group Melbourne¹, OgilvyOne, OgilvyAction and neo@ogilvy.

Widely recognised as one of the industry's leading figures, Moulton has more than 30 years experience in advertising and communications, most recently as Chairman of Euro RSCG South Pacific Group. Founder of the highly-awarded The Moulton Agency, he has also worked for Euro RSCG Worldwide, The Ball Partnership, Saatchi and Saatchi Sydney, and JWT both in London and Sydney.

STW CEO Mike Connaghan said the appointment of such an experienced, senior operator to the business was "a big step up for both STW and Ogilvy".

"Tom is one of the most experienced and proven practitioners in the industry today. To have him at the helm of Ogilvy will not only provide additional strategic grunt, but a high-level focus on building the national offering," he said.

"The opportunity to have someone of Tom's calibre join the business comes along very rarely, so we're thrilled that he's decided to join us. He's both respected and revered - a real industry gun - and is bound to make a solid impact across all the Ogilvy offices."

Moulton said he was excited to get started in his new role, and be part of the Ogilvy group which was "an opportunity I simply couldn't turn down".

"There is no doubt that Ogilvy is one of the strongest agency groups in the country," he said. "It has the unbeatable combination of being one of the world's strongest brands, with the advantage of local control.

"I'm both honoured and excited to take on this role, and work side by side with some of the best in the business. I was brought up on Ogilvy and it's a thrill to finally have my name on the same business card."

As part of his new Ogilvy role, Moulton will partner closely with Stuart O'Brien, who has been Ogilvy Australia's CEO since February 2008.

O'Brien said Moulton's appointment would significantly boost senior ranks, and provide "a level of mentorship, experience and leadership that will see our national business take an even stronger position in the Australian marketplace".

¹ Ogilvy Group Melbourne comprises a range of businesses including BADJAR Ogilvy, DTDigital, SWAT, Yello Melbourne, and One20.

“We already have incredibly strong local leadership in Sydney, with Mike Daniels, and in Melbourne with Andrew Baxter, and now the time is to leverage our strengths nationally. While Sydney has recovered strongly from the GFC, Melbourne, under the strong leadership of Andrew Baxter and his talented team, has continued to grow and dominate in that highly competitive market. We are looking forward to leverage the strengths of both offices to help the overall business grow,” he said.

“My focus has been, and remains, providing the kind of hands-on and high-level client contact and business development that our national business needs. But with Tom on board, and his natural affinity and proven track record in managing people, culture, profile, influence and innovation, we will really cement our place as a leader in creativity and results.

“That focus, teamed with the fact that he’s a level-headed, decisive and genuinely likeable bloke, will see us really capitalise on the potential for national growth.”

Moult continued: “Stuart has done an amazing job in stabilising and then growing the Ogilvy business since he took the CEO role several years ago. His single-minded focus has been particularly beneficial in Sydney where the agency has come through the GFC larger and stronger than ever. It’s now time to take the entire Australian business to the next level. This new role will allow Stuart to focus on the daily and urgent priorities that need fast action in a business as diverse as Ogilvy’s. My role provides additional capacity for both high-level client and revenue issues, and to take the business forward strategically to the next level of market leadership.”

Ogilvy & Mather Australia is one of the largest communications and brand agencies in the country, with more than 560 staff, and a client list across Melbourne and Sydney boasting some of our most recognisable brands, including Qantas, Myer, Telstra, St George bank, AAMI, Coca-cola and McCain.

Ogilvy & Mather Australia is a joint venture between STW Group, which owns a 66.67% interest, and Ogilvy & Mather Worldwide.

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