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ASX RELEASE

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Appointment of Ms Kim Anderson as a Non Executive Director and Forthcoming Board Changes

STW Communications Group Limited ("STW" ; ASX:SGN), Australia's leading marketing, content and communications services group, today announced the appointment of Ms Kim Anderson as a Non Executive Director, with effect from 10 November 2010.

Robert Mactier, Chairman of STW, welcomed the appointment of Ms Anderson to the board, and said: "Kim has an extensive and varied technology-based background, having held executive roles with a range of internet based businesses, as a non executive director of Carsales Limited and in running her own social media-based business. The breadth of this experience will be valuable to STW as we continue to address the technology driven changes that are impacting on our businesses and our clients every day. In addition, her current experience in driving a start up internet venture will provide further perspective at a board level on the issues confronting many of STW's smaller and entrepreneurial businesses."

Ms Anderson said: "I am excited about the opportunity to join the Board of STW. It is a dynamic industry and STW's stable of companies are leaders in their respective fields. I look forward to contributing to their continued growth path."

The appointment of Ms Anderson is a further step in the STW board renewal process.

As announced at STW's AGM in May this year, Anne Keating will be stepping down from the board prior to the next AGM after 15 years of valued service as a non executive director of STW.

Mr Mactier also today announced that Russell Tate had indicated an intention to step down from the board during calendar year 2011. Mr Mactier said: "Given his long association with STW, Russell felt that it was appropriate to telegraph his intention in advance of a formal announcement of his resignation. His contribution will of course be missed but we respect both his decision and the manner in which he has managed the transition from his executive role over the past few years."

A short biography for Ms Anderson is attached.

Ends.

For further information, please contact:

Robert Mactier

Chairman - STW Group Limited
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Kim Anderson - Biography

Kim Anderson is a Director of Carsales Limited, Chief Executive of The Reading Room (thereadingroom.com) a community/social networking site for readers, Fellow of the Sydney University Senate and a former Director of The Sax Institute and Chair of Sydney Talent P/L. Ms Anderson has more than 25 years experience in various advertising and media executive positions within companies such as Southern Star Entertainment, Publishing and Broadcasting, and NineMSN.