

Form 603Corporations Act 2001
Section 671B**Notice of initial substantial holder**

To Company Name/Scheme Ooh!Media Group Limited

ACN/ARSN 091 780 924

1. Details of substantial holder (1)

Name William Shaw Capital Pty Limited

ACN/ARSN (if applicable) 146 621 267

The holder became a substantial holder on 6/12/2010

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
Ordinary Shares	30,000,000	30,000,000	6.85%

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
William Shaw Capital Pty Ltd	Registered holder of shares	30,000,000

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
William Shaw Capital Pty Ltd	William Shaw Capital Pty Ltd	William Shaw Capital	30,000,000

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
William Shaw Capital Pty Ltd	6/12/2010	6,300,000		30,000,000 Ord

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association

7. Addresses

The addresses of persons named in this form are as follows:

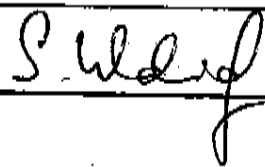
Name	Address
William Shaw Capital Pty Ltd	11/4 Tullo Place, Richmond, VIC 3121

Signature

print name **SHAWN ULDRIDGE**

capacity Director of substantial holder

sign here



date 7/12/2010