

**Form 603  
Corporations Act 2001  
Section 671B**

**Notice of Initial Substantial Holder**

To: **Infomedia Ltd**  
ACN/ARSN:

**1. Details of substantial holder (s)**

Name: FMR LLC and FIL Limited (FIL)  
ACN/ARSN (if applicable)

The holder became a substantial holder on

23 June 2011

**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         | 15,410,142           | 15,410,142         | 5.08%            |

**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 |
|-----------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------|
| FMR LLC & FIL               | Parent companies of a fund management group with power to exercise control over disposal of the securities | 15,410,142                     |

**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) | Number of securities |
|-----------------------------|---------------------------------|------------------------------------------------|----------------------|
| FMR LLC & FIL               | Various Custodians              | FID LOW PRICED STOCK FUND                      | 15,410,142           |
|                             | <b>TOTAL</b>                    | <b>15,410,142</b>                              | <b>5.08%</b>         |

**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 ordinary shares |
|-----------------------------|---------------------|-------------------|------------------------------------------------|
|                             |                     | Cash/non-cash AUD |                                                |
| FMR LLC & FIL               | 7 March 2011        | 0.25              | 140,000                                        |
| FMR LLC & FIL               | 8 March 2011        | 0.25              | 60,000                                         |
| FMR LLC & FIL               | 9 March 2011        | 0.25              | 53,925                                         |
| FMR LLC & FIL               | 10 March 2011       | 0.25              | 36,075                                         |
| FMR LLC & FIL               | 11 March 2011       | 0.25              | 50,000                                         |
| FMR LLC & FIL               | 14 March 2011       | 0.25              | 279,183                                        |
| FMR LLC & FIL               | 15 March 2011       | 0.24              | 150,000                                        |
| FMR LLC & FIL               | 16 March 2011       | 0.24              | 65,000                                         |
| FMR LLC & FIL               | 17 March 2011       | 0.24              | 39,371                                         |
| FMR LLC & FIL               | 18 March 2011       | 0.25              | 70,178                                         |
| FMR LLC & FIL               | 21 March 2011       | 0.25              | 56,268                                         |
| FMR LLC & FIL               | 22 March 2011       | 0.25              | 98,550                                         |
| FMR LLC & FIL               | 23 March 2011       | 0.25              | 80,750                                         |
| FMR LLC & FIL               | 24 March 2011       | 0.25              | 70,700                                         |
| FMR LLC & FIL               | 28 March 2011       | 0.25              | 200,000                                        |
| FMR LLC & FIL               | 29 March 2011       | 0.25              | 45,000                                         |
| FMR LLC & FIL               | 30 March 2011       | 0.24              | 182,000                                        |
| FMR LLC & FIL               | 31 March 2011       | 0.25              | 61,000                                         |
| FMR LLC & FIL               | 1 April 2011        | 0.25              | 61,000                                         |
| FMR LLC & FIL               | 4 April 2011        | 0.25              | 61,000                                         |
| FMR LLC & FIL               | 5 April 2011        | 0.25              | 140,000                                        |
| FMR LLC & FIL               | 6 April 2011        | 0.25              | 82,000                                         |
| FMR LLC & FIL               | 7 April 2011        | 0.25              | 158,196                                        |
| FMR LLC & FIL               | 8 April 2011        | 0.25              | 71,928                                         |
| FMR LLC & FIL               | 11 April 2011       | 0.25              | 91,486                                         |
| FMR LLC & FIL               | 12 April 2011       | 0.25              | 220,000                                        |
| FMR LLC & FIL               | 13 April 2011       | 0.25              | 376,390                                        |
| FMR LLC & FIL               | 14 April 2011       | 0.25              | 22,309                                         |
| FMR LLC & FIL               | 15 April 2011       | 0.25              | 353,388                                        |
| FMR LLC & FIL               | 18 April 2011       | 0.25              | 31,215                                         |
| FMR LLC & FIL               | 19 April 2011       | 0.24              | 47,203                                         |
| FMR LLC & FIL               | 20 April 2011       | 0.24              | 106,206                                        |
| FMR LLC & FIL               | 21 April 2011       | 0.24              | 66,671                                         |
| FMR LLC & FIL               | 27 April 2011       | 0.24              | 98,796                                         |
| FMR LLC & FIL               | 28 April 2011       | 0.24              | 164,337                                        |
| FMR LLC & FIL               | 29 April 2011       | 0.24              | 16,505                                         |
| FMR LLC & FIL               | 2 May 2011          | 0.24              | 56,128                                         |
| FMR LLC & FIL               | 3 May 2011          | 0.25              | 37,242                                         |
| FMR LLC & FIL               | 30 May 2011         | 0.23              | 179,000                                        |
| FMR LLC & FIL               | 31 May 2011         | 0.23              | 150,000                                        |
| FMR LLC & FIL               | 1 June 2011         | 0.23              | 167,340                                        |
| FMR LLC & FIL               | 2 June 2011         | 0.23              | 20,000                                         |
| FMR LLC & FIL               | 3 June 2011         | 0.23              | 39,815                                         |

|               |              |      |         |
|---------------|--------------|------|---------|
| FMR LLC & FIL | 6 June 2011  | 0.23 | 46,587  |
| FMR LLC & FIL | 17 June 2011 | 0.22 | 110,500 |
| FMR LLC & FIL | 20 June 2011 | 0.22 | 118,500 |
| FMR LLC & FIL | 21 June 2011 | 0.22 | 188,400 |
| FMR LLC & FIL | 22 June 2011 | 0.22 | 140,000 |
| FMR LLC & FIL | 23 June 2011 | 0.22 | 250,000 |

## 6. Associates

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

| Name and ACN/ARSN (if applicable) | Nature of association                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FMR LLC                           | FMR LLC is a Delaware limited liability company with its principal place of business at 82 Devonshire Street, Boston, Massachusetts. Fidelity Management & Research Company (FMR Co.), Fidelity Management Trust Company (FMT) and Pyramis Global Advisors LLC (PGALLC) are wholly-owned subsidiaries of FMR LLC and under the common control of FMR LLC. Each may be considered a related body corporate and hence an 'associate' of FMR LLC, as such term is used in the Corporations Law 2001. FMR Co. is advisor to registered holders named in Section 4 and has power under its management agreements to dispose of the subject shares. FMR Co. also carries out voting under the written guidelines established by the Boards of Trustees of the Funds which are registered holders. The relevant interests of FMT and PGALLC consist of the power to dispose of, and may also consist of the power to vote or direct the voting of, the shares of institutional accounts with which they each have management agreements. |
| FIL                               | FIL Limited (FIL), previously known as Fidelity International Limited, is a Bermuda domiciled company with a registered office at Pembroke Hall, 42 Crow Lane, Pembroke, Bermuda. FIL may vote or direct the voting of the shares of registered holders named in Section 4 under written guidelines established by the Board of Directors of FIL. FIL and its subsidiary management companies such as Fidelity Investments International (FII) and Fidelity Pensions Management (FPM) have power to dispose of shares of funds of registered holders named in Section 4 and/or of institutional accounts with which the companies have management agreements. FII and FPM are wholly-owned subsidiary of FIL and hence 'associates' of FIL as such term is used in the Corporations Law 2001.                                                                                                                                                                                                                                     |

## 7. Addresses

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

| Name    | Address                                |
|---------|----------------------------------------|
| FMR LLC | 82 Devonshire Street, Boston, MA 02109 |
| FIL     | PO Box HM 670, Hamilton HMCX, Bermuda  |

**Sign Here** \_\_\_\_\_

**Dated: 27 June 2011**

Ryo Sato

Assistant Manager, Regulatory Reporting

Duly authorized under Powers of Attorney dated 2 June 2008 by Scott Goebel by and on behalf of FMR LLC and its direct and indirect subsidiaries, and FIL Limited and its direct and indirect subsidiaries.