

ASX CONTINUOUS DISCLOSURE – INFOMEDIA LTD
Appointment of Independent Non-Executive Director

25 August 2011

Infomedia Ltd's (ASX:IFM) Executive Chairman, Mr. Richard Graham, announces that Mr. Geoff Henderson has accepted a position on Infomedia's Board as a non-executive director.

Mr. Henderson returns to the Board after his departure in February 2007 due to overseas family commitments. Mr. Graham said, "It will be great having Geoff return to the Board. His commercial experience and automotive industry knowledge benefited the Company in its early years and I firmly believe will do so again. Geoff brings more depth to our board room table".

Before retiring in 2002, Mr. Henderson had 30 years' service with Ford Motor Company where he held the position of Manager, Customer Service Division, Ford Asia Pacific. In that role, Mr Henderson was responsible for all parts and servicing operations of the Ford companies in 12 Asia Pacific countries with combined revenues in excess of A\$650 million.

During his time with Ford, Mr. Henderson held a number of senior positions in Australia, New Zealand and North America. In addition to his roles in parts and service, logistics and finance, he headed up a number of special teams that were involved in, amongst other things, selling Ford Australia's plastics plant and conducting the global due diligence with respect to parts and service operations for Ford's proposed acquisition of Daewoo.

"Geoff has also had a long association with Infomedia, having worked closely with the Microcat[®] project team during the product's inception and early development", Graham stated. "The other directors and I are looking forward to working with Geoff again and moving the Company onward and upward around the globe."

Mr. Henderson will take up his position effective immediately.

- ENDS -

For further information contact:
Nick Georges, General Counsel & Company Secretary
Infomedia Ltd
Ph: 02 9454 1715, or
Email: ngeorges@infomedia.com.au