

ASX CONTINUOUS DISCLOSURE – INFOMEDIA LTD

Infomedia Acquires Different Aspect Software Ltd (UK)

2 September 2011, Sydney

International automotive software developer, Infomedia (IFM) announced today that it has acquired 100% of the share capital of Different Aspect Software Ltd, ('DAS' or 'Company'), a UK software developer that specialises in the provision of IT application solutions to the automotive industry.

The acquisition price was £3,174,000 and was fully funded by a foreign currency cash advance facility.

Under a share purchase agreement Infomedia has acquired the entire Company including all intellectual property rights and its contracts. For further information on the Company go to www.differentaspect.com

This acquisition provides Infomedia with a mature suite of software products which have application to both the existing Infomedia customer base as well as new markets. The flagship product VHC-Tracker™ is one of the leading vehicle service sales tools in the UK and has applicability in retail automotive markets globally.

Infomedia Executive Chairman, Richard Graham said that the acquisition of DAS supports Infomedia's growth strategy and objective of providing more product depth. "The DAS suite of products are value-add applications for retail dealerships," Mr Graham said. "They have a proven track record in the UK and are ready to make a bigger contribution globally. DAS also creates software solutions that are used by local government in the UK. In due time, we will be considering their potential application in a wider world too."

Infomedia creates and markets the Microcat® electronic parts catalogue, and Superservice Menus® precision service quoting systems that are used by tens of thousands of automotive retailers in over 185 countries. Microcat is celebrating its 21st anniversary this year. Licensors include Chrysler, Ford, General Motors, Jaguar, Hyundai, KIA, Land Rover, Toyota and other top brands.

DAS founder and Managing Director, Jason Thorpe, will continue with the Company in a leadership role as it extends its products and serves automakers and retail dealers beyond the UK. "We've long anticipated a wider market for our products," Mr Thorpe said. "They are multilingual and are already being accepted in continental Europe. Now as part of Infomedia, we can add value to the thousands of existing Microcat and Superservice users around the world with new products that are really needed in a modern dealership, like our service sales and customer survey products."

Mr Graham confirmed that the DAS economic model is a good fit with Infomedia's approach. "The products are licensed like our existing products and similarly, produce a

recurring revenue subscription stream,” Mr Graham said. “We are also confident that the new operational footprint in Europe will deliver synergies that will result in operational cost savings for Infomedia.

The Company recently provided guidance that it anticipated its 2012 financial year sales revenue to be between \$43M and \$45M, and net profit after tax to be between \$7.5 million and \$8.5 million. The Company doesn’t anticipate the acquisition will materially alter that FY 2012 guidance.

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About Infomedia

Infomedia Ltd is a leading supplier of information solutions to the parts and service sector of the global automotive industry. Subscribed to by over 56,000 users from franchised and independent auto dealers and auto trade repairers, the Company’s solutions are used every day in more than 185 countries and are provided in 30 languages. Infomedia’s Electronic Parts Catalogues (EPCs) allow dealers to quickly and precisely identify replacement parts manufactured by the world’s leading automotive companies. The Company is also utilising its technology and expertise to produce EPCs for other industries such as whitegoods and industrial equipment (trucks and forklifts). Infomedia produces other complementary parts and service-related data solutions such as the Superservice Menus™ system that enables the service department to produce accurate service quotations for its customers. Infomedia Ltd is a publicly-listed company on the Australian Securities Exchange (ASX symbol "IFM"). Any reference to \$ is a reference to Australian Dollars unless stated otherwise. For more information visit infomedia.com.au.