



STW Group Limited
Level 6, 72 Christie Street
St Leonards, NSW 2065
Sydney Australia
t +61 2 9373 6488
f +61 2 9373 6398
ABN 84 001 657 370
www.stwgroup.com.au

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**STW Acquires 60% of Branded Advertising Solutions Leader,
Buchanan Group**

STW Communications Group Limited ("STW Group" ASX: SGN), today announced the acquisition of 60% of Buchanan Group, an Australian based global leader in branded advertising solutions.

Buchanan Group brands include Brand Power™, Zoot Review™, MediFacts™, InfoTalk™, Adverlife™ and Hometester Club™. Buchanan Group creates programs for blue chip marketers, spanning television, sampling, point of sale, print, outdoor, radio and all digital channels.

Buchanan Group operates globally with offices in Australia, Asia, Europe and North America. Buchanan Group programs have been seen by 2 billion people in 60 countries.

STW Group Chief Executive Officer, Michael Connaghan said: "We are absolutely thrilled that Buchanan has chosen STW as its partner to help accelerate its growth. We have known and admired the Buchanan Group business for a long time. Its absolute focus on effectiveness and ROI for clients is a perfect fit with our ethos of delivering results."

"Buchanan Group is a homegrown Australian success story and its growth outside of Australia is very impressive. We are particularly excited about its prospects in North America and also the booming economies of South East Asia."

Buchanan Group Oceania Managing Director, Suzanne Acteson said: "The breadth of STW resources and expertise will enable us to provide our clients with an even broader range of results driving campaigns."

Chris Phyland, President Buchanan Group America's & Europe, added: "Our fast growing Northern Hemisphere businesses will create new geographic opportunities for STW. There is a remarkable alignment between our companies and we are thrilled to be part of the STW Group."

For further information contact:

Michael Connaghan
Chief Executive Officer
STW Communications Group Limited
(02) 9373 6463

Lukas Aviani
Chief Financial Officer
STW Communications Group Limited
(02) 9373 6463