

MARKET RELEASE
INFOMEDIA ANNOUNCES LAUNCH OF
WWW.SUPERSERVICE.COM

SYDNEY – 2 October 2012 - International automotive industry IT developer, Infomedia Ltd, announces the debut of its new website to support the **Superservice** suite of products. **Superservice.com** offers the company's global customers and prospects a rich site experience to learn about the solutions and the value propositions they represent.

The website demonstrates the new Superservice product-line as a family of components that can stand-alone or integrate to support genuine OE dealer parts and service sales operations ("aftersale"). The new site initially backs-up a multifaceted campaign to launch Superservice products to over 7,000 Chrysler, Fiat, General Motors and Toyota dealers in the United States. These include Menus, Triage, Insight for all four, and also EPC for Chrysler and Fiat.

Product Strategy Director, Peter Petrovski said; "In keeping with our heritage of product innovation, **superservice.com** includes great new features to help improve the user experience. We have implemented 'GeoIP' detection to automatically set local user conditions such as language, helpdesk numbers and pricing information. This improvement will demonstrate to users around the world, Infomedia's dedication to making their IT experience one that is easy to use and feels local, not imported."

"For **superservice.com**, we engaged the professional services of US-based creative agency Sagon-Phior to give us a fresh look," Petrovski continued. "We assembled a great team of art direction, copy writing, market research and project management. I think that really shows in the end result."

The site will connect customers with product news, promote strong brand engagement, improved education and enable self-serve subscription ordering. While the site debuts in English (UK and USA), high-quality translations are in progress for French, German, Italian and Spanish. These will join English on the site by end of October.

Infomedia Executive Chairman Richard Graham said; "I think our creative team has done a great job in making our expanded Superservice product-line strategy approachable and understandable by dealership management and personnel. They've brought together great product visuals, product demonstration movies and have handled the text in a way that people can either skim it or read it in-depth."

"We have seen Superservice Menus become a strong contributor to our growth in the past few years. I believe now as we push forward with the extended aftersales product-line that comes as a result of our acquisition of Different Aspect Software last year, as well as the Australian

development team's work, the company will reconnect with higher rates of growth that will surpass the A\$ currency headwinds we experience".

The Home Page of the site features one counter that illustrates the global cumulative dollar value of Superservice Menus and Triage repair quotes, prepared year-to-date. Another counter tally's the number of Superservice Triage inspections performed since the start of 2012. According to Peter Petrovski, "The counters are a dynamic and visual way to illustrate the value Superservice products are generating for their users 24/7. In coming months we will introduce real-time result tracking for all of the products in the line and include these on the site too."

The Superservice suite includes leading edge software solutions including electronic parts catalogue (Microcat LIVE), precision service pricing (Menus), vehicle multi-point inspections (Triage), customer exit survey (Insight), and online booking (Connect). Components of the suite are in use by over 140,000 users around the world. They empower dealership staff to accurately and transparently price parts and service transactions. This importantly engenders customer trust and loyalty in the dealership.

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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. The Company's solutions are used around the world by more than 140,000 people each business day and are available in numerous languages. Superservice is a suite of robust online solutions that provide Precision Service Quoting, Multi-point Inspection, CSI Surveying, Self-service Appointment Booking and Quoting, Services Sales Statistics and OE Parts Catalogues.

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 utilizing its technology and expertise to produce EPCs for other industries such as appliances and industrial equipment (trucks and forklifts).

Infomedia Ltd is a publicly-listed company on the Australian Securities Exchange (ASX symbol "IFM").

For more information visit www.infomedia.com.au.