

Infomedia Ltd expands European operations as demand for Superservice grows

June 20, 2013 - Sydney, Australia - Infomedia Ltd, a leading supplier of information solutions to the parts and service sector of the global automotive industry, today announced the establishment of a new European Customer Support Centre and European headquarters located in Cambridge, United Kingdom. The new support facilities will serve European, Middle Eastern and African dealers in 10 local languages; a region having over 70,000 users of the company's Microcat® and Superservice™ product lines.

"Localisation, Customer Support and Training competencies are central to our ability to deliver excellent regional and global solutions," said Richard Graham, co-founder and Executive Chairman of Infomedia. "In the past year we have seen significant growth of our new Superservice suite of products within the region. During the quarter, European Superservice subscription numbers reached 11,600. We continue to advance the performance of thousands of dealerships of all sizes, with Fixed Operations technology that delivers process control and productivity that is intuitive, achievable and *affordable*."

Infomedia continues the introduction of its next generation electronic vehicle health check solution, Superservice Triage™, into all of the European markets. Infomedia recently launched a new pilot program with Ford dealers in Sweden, adding to existing implementations in Denmark, Finland and Norway. European revenue growth has also been supported by the launch of the cloud based Microcat LIVE™ EPC to all 250 Toyota Great Britain dealers. "Europe now represents about 50% of Infomedia's international clients," said Mr Graham. "It has fully embraced the new era of interoperable, cloud-based aftersales solutions, providing the greatest productivity in serving their aftersales customers. With the foundation of our new European headquarters and Customer Support Centre, Infomedia will now have the capabilities to further support and grow customer loyalty in this key market," stated Mr Graham.

Jason Thorpe, the Managing Director of Infomedia Europe, said: "Our expanded European services will help our customers get the most value from our solutions, so they can differentiate themselves and the franchised dealer experience from aftermarket competitors."

Infomedia has vast experience with successful regional and global solution delivery and support, developed through partnerships with OE and dealer customers, supporting the leading brands in the automotive industry. "We look forward to further growth in Europe with the continued introduction of new products during the second half of 2013 and 2014," added Mr Thorpe.

About Infomedia

Infomedia Ltd is a publicly-listed company on the Australian Securities Exchange (ASX symbol "IFM"). It is a leading supplier of information solutions to the parts and service sector of the global automotive industry. Infomedia's business solutions are currently used each business day by over 140,000 dealership personnel. They are produced in more than 30 languages and at work in 186 countries. Their powerful search functions and intuitive, user-friendly interface helps boost efficiency, profitability and customer retention for genuine OE Parts and Service Departments.

Infomedia's Electronic Parts Catalogues (EPCs) allow dealers to quickly 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 industrial equipment.

Superservice™ is the new brand family for the Company's unique solution suite of robust online solutions. These include: Superservice Menus, Precision Service Quoting; Superservice Triage, Multi-point Inspection; Superservice Insight, Customer Satisfaction Surveying; Superservice Connect, Self-service

Appointment Booking and Quoting, and Superservice EPC, Microcat LIVE. Full product line information can be found at <http://www.superservice.com>

For more information, visit <http://www.infomedia.com.au>

Further enquiries, please contact:

Nick Georges

Company Secretary

Phone: +61(0)2 9454 1715

Email: ngeorges@infomedia.com.au