

Infomedia Renews Agreement with Jaguar Land Rover for 3 Years

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International automotive industry IT developer, Infomedia Ltd, announced today the renewal of its agreement with Jaguar Land Rover Limited (JLR) to produce and supply its Microcat® brand Electronic Parts Catalogue (EPC) to Land Rover dealers, globally. The renewed agreement allows Infomedia to continue supplying its totally cloud-based solution, Microcat® LIVE™ through to 2016.

Microcat is a mission critical application that helps genuine parts dealers quickly identify, locate and price specific parts that are needed to service or repair a vehicle, from the hundreds of thousands of parts OEMs (automakers) provide. Each part identification is particular to a specific vehicle and the way it was built. JLR dealers began using Microcat DVD version in 2001. In 2011 they were amongst the first in the world to commence using the SaaS* or 'cloud' implementation - Microcat LIVE.

Infomedia's founder and Executive Chairman, Richard Graham, said: "We are proud to have had such a long and positive relationship with Jaguar Land Rover. They have always been extremely progressive in adopting new technology that advances their parts and service processes, ultimately contributing to positive customer experiences.

"We foresee that the balance of this decade will bring more technology and automation to automotive dealers around the world as it is needed to help dealers be more productive, competitive and appreciated. For Infomedia's clients, we've created a powerful online solution suite called Superservice. Microcat LIVE is a foundation component of that suite, and along with the other components will play a part in helping dealers meet the operational and customer satisfaction needs of the future," stated Mr Graham.

Infomedia's Microcat EPC has led innovation across the industry since it was first introduced 23 years ago in Australia. It has led the way with many firsts in its product category, such as VIN-based parts interpretation, DMS interfacing, user ergonomics, simplified software installation, information localization and multilingual operation, to mention just a few.

JLR dealers also use the company's Superservice Menus™ to support precision pricing of service maintenance and repair operations. They are part of more than 140,000 dealership personnel who use Infomedia's Superservice / Microcat solutions each business day.

Mr Graham added: "I believe the adoption of Microcat LIVE by Land Rover dealers around the world validates the quality of our mission critical online platform, and our innovative approach to technology and parts selling processes. Our solutions empower users to provide accurate service that enhances their customers' experiences when engaging with the dealership for parts purchasing and servicing."

*(Software as a Service)

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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.

Infomedial'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 OE Parts and Service Departments.

Infomedial'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 appliances and industrial equipment.

SuperserviceTM 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 Online 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.infomedial.com.au>

Further enquiries, please contact:

Nick Georges
Company Secretary
Phone: +61(0)2 9454 1715
Email: ngeorges@infomedial.com.au