

Infomedia Renews Exclusive Agreement with Toyota Material Handling USA for 3 Years

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International automotive industry IT developer, Infomedia Ltd, announced today the renewal of its agreement with Toyota Material Handling U.S.A., Inc. (TMHU) to produce and supply its Microcat® brand Electronic Parts Catalogue (EPC) to TMHU authorised dealers throughout North America. TMHU dealers first started using Microcat in 2008. 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 dealers quickly identify, locate and price specific genuine parts that are needed to service or repair lift trucks. Each part identification is particular to a specific model and the way it was built.

As part of the new expanded agreement, Infomedia will also develop a leading edge business to business (B2B) parts ordering and purchasing portal serving TMHU and its National Account users. TMHU engages with third parties that have material handling facilities across North America and who have standardised pricing on Toyota Fork Lift Trucks and genuine parts. These entities are referenced as 'National Accounts' and include firms such as: Federal Express, Coca Cola and Safeway.

Karen Blunden, Global Director of Business Development and CEO for the Americas said: "Infomedia is honoured to have this expanded opportunity to support TMHU. We will develop the portal using our leading edge Microcat LIVE cloud technology, helping TMHU, its dealers and its National Accounts to improve supply chain efficiency, manage online sales transactions and reduce operating cost."

Commenting on the agreement, Infomedia's Executive Chairman, Richard Graham, said: "The evolution of our relationship with TMHU to create a portal is an important landmark for Infomedia. We believe our technology is leading the industry with our vision for better relationships through Business to Business solutions. We are increasingly seeing interest from our customers wanting to transform their B2B relationships to operate in a new era of customer engagement. Our technology allows them to do that with its right combination of affordability, industry leading functionality and design providing reduced cycle time and increased sales"

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About Infomedial

Infomedial 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

