

SELLEDOWN OF INFOMEDIA SHARES BY DIRECTOR MYER HERSZBERG

Friday, 30 August 2013 – SYDNEY

Following the recent announcement of the retirement intentions of Richard Graham, the co-founder of Global automotive industry IT developer Infomedia Ltd (IFM.ASX) (**Infomedia**), the Company announced today that long time director Myer Herszberg completed the sale of 23,421,589 shares, being 99.9% of his equity interest in Infomedia to a range of institutional investors. Mr Herszberg intends to retire from his role as a Non-Executive Director within the next 12 months.

Mr Herszberg joined the Board of Infomedia in 1990. He has contributed to the success of the Company as it grew to become the leading global software producer of its category.

Mr Herszberg said: "It's been an exciting time being part of Infomedia these past two decades. We've gone from a small software prototype that we purchased about the time I joined to being a well-respected leader in our market.

"I think the Company is at a generational inflection point where it will really benefit from a younger generation of contributors, so it makes sense to step-back to make that transition possible and smooth."

Infomedia Executive Chairman: Richard Graham, stated, "Myer has been a voice of common sense and insight on the Board and he will be missed. Ms Hernon, who is the director in charge of board nominations, will immediately commence a search for a director qualified for the high-growth SaaS future we see for the Company."

Mr Graham also indicated that he purchased 5% of Mr Herszberg's holdings to add to his own restructuring stake in the Company.

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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. Infomedia's business solutions are currently used each business day by over 147,000 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.

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 appliances and industrial equipment.

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