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Australian Securities Exchange
ASX Market Announcements Office

PAUL BRANDLING APPOINTED NON-EXECUTIVE DIRECTOR

Infomedia Ltd (ASX:IFM), a leader in parts and service software to the global automotive industry, announced today the appointment of Paul Brandling as Non-Executive Director. Mr Brandling will fill the casual vacancy on Infomedia's Board following Fran Heron's retirement on 30 September 2016.

Mr Brandling has 30 years' experience in the local and international technology sector.

He previously held the position of Vice President and Managing Director of Hewlett-Packard South Pacific from 2002 to 2012. Prior to that time, Mr Brandling was Vice President and Managing Director of Compaq South Pacific between 2000 and 2002.

Mr Brandling was also a member of the International CEO Forum (Australia) From 2001 to 2012 and served as a Director of the Australian Information Industry Association (AIIA) from 2002 to 2011.

Mr Brandling has had a lifelong interest in and passion for the automotive industry. He began his career as a car design and development engineer with Ford of Europe and later with Ford Australia.

An experienced Director, Mr Brandling is currently a Non-Executive Director of Integrated Research Ltd (ASX:IRI) and Tesseract (ASX:TNT). He is also a Member of the Australian Institute of Company Directors.

Infomedia Chairman Fran Heron said of Mr Brandling's appointment: "On behalf of the Board, I'd like to welcome Paul to Infomedia. Paul's passion for the automotive industry and experience in the local and international technology sector coupled with his strength as a Non-Executive Director will support Infomedia in its next stage of driving long term, sustainable growth. I am confident he will make a positive and substantial contribution to the Company."

Mr Brandling will commence in the role on 1 October 2016.

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For further information, please contact:

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About Infomedia: Infomedia Ltd (ASX: IFM) is a technology services developer and supplier of electronic parts catalogues and service systems to the global automotive industry. Infomedia also provides information management and analysis for the Australian automotive and oil industries. Infomedia has led innovation in service infrastructure within global automotive distribution networks for more than 25 years and continues to expand its reach within the three regions in which it operates.