

press release

CEO David Gyngell announced the establishment from today of **Nine Entertainment Co.** a new entity and major re-branding of the former PBL Media umbrella group and all its properties.

"From today **Nine Entertainment Co.** is our group's new title, new brand and new future. It will embrace Nine Television, Nine Magazines (through ACP), Nine Digital (through ninemsn, Carsales, Cudo and Sky News), and Nine Events (through Ticketek and Acer Arena) and thus draw together under one new banner all the outstanding people and vast assets of this great company," he said.

Mr Gyngell said the re-naming of the company was a recognition first of its charter - high quality entertainment driven by creativity and supported by truly integrated sales and marketing – and secondly the power, identity and simplicity of one of Australia's leading and most enduring retail brands, Nine.

"**Nine Entertainment Co.** is a group identity which incorporates all of that, while each of our properties will naturally retain their individual titles. What we're about is bringing the whole group together as one highly recognisable and successful brand. We're in a sense drawing a line in the sand for a new start - for a uniform, integrated and energetic co-operative that develops the best creative environment in the business. And we're taking with us the very best of this group's fine history, its impressive and diverse assets and its great people, to form one powerhouse entertainment brand under one powerful title," he said.

Thursday, December 2, 2010

