



MEDIA PARTNERS

MEDIA RELEASE

**MELBOURNE
6 OCTOBER 2010**

NEW NAME, NEW BUSINESS OPPORTUNITIES AS STOMP BECOMES ÉLAN MEDIA PARTNERS

Paul Uniacke and Eddie Nedelko, joint owners of the Franchise Entertainment Group, today announced a new name and new business opportunities for Stomp Pty Ltd (ACN 144 018 002), which they created to acquire the assets and operations of the Stomp Group in August this year.

Élan Media Partners Pty Ltd (ACN 144 018 002) is the new name for the entertainment and licensed brand distribution company, which owns and operates online retail sites cdwow.com, chaos.com and play4me.com.au.

“Élan Media Partners is a new brand that expresses passion for entertainment and strength in online retailing and licensed brand distribution. We aim for customers and suppliers to experience that passion and strength from today onwards”, says Paul Uniacke.

“And to lead our vigorous, growing business we are delighted to welcome a new General Manager, Craig White, to Élan Media Partners. Craig’s rich experience in brand and entertainment distribution will be significant in pushing Élan to achieve its potential.”

Craig White has consulted to Uniacke and Nedelko since soon after they acquired the assets and operations of the Stomp Group in August. He comes to Élan from being Director of Sales at 20th Century Fox Home Entertainment and also has senior level multinational sales and marketing experience with Cadbury Schweppes, HJ Heinz and the Foster’s Group.

“Élan Media Partners has an outstanding stable of global brands in cdwow.com, chaos.com and play4me.com.au, and very exciting prospects for growth”, Craig says.

“Right now, the prospects for entertainment and licensed brand distribution through online and retail channels are significant, in Australia and globally”, he says. “Élan is strongly positioned to seize opportunities in marketing, selling and distributing licensed brand and entertainment including films, TV on DVD, music and games, and I am very excited to lead the team in pursuit of strong growth.”

In their first significant business move since changing the company's name, Uniacke and Nedelko also announced, with Élan General Manager Craig White, that they had reached agreement for Élan Media Partners to acquire the rights to operate EzyDVD's online business, ezydvd.com.au, from Franchise Entertainment Group. The acquisition is expected to be completed by 1 November 2010.

Both Paul Uniacke and Craig White say it is a natural and strategically significant move for Élan to acquire the rights to operate one of Australia's largest and most admired online retailers of film and TV on DVD.

"Élan will have the focus and economies of scale as an online retailer to create an even more exciting offer for EzyDVD's online customers", Uniacke explains. "The business has been a great part of our Franchise Entertainment Group since January 2009, but we believe this setup will give the business the best platform for continuing and increased success.

"And for Eddie Nedelko and me, it makes sense to give both our businesses – our rental and traditional retailing business through Franchise Entertainment Group and our online business through Élan Media Partners – the strongest possible platform for continuing success and growth in an exciting Australian and global market."

Craig White says gaining the EzyDVD online business will mean Élan can provide consumers in Australia and internationally with more choice across a broader product range.

"I see ezydvd.com.au as a wonderful complement to our other established online retail brands of cdwow.com, chaos.com and play4me.com.au", he says. "We can improve the efficiency of our operations through economies of scale and we can keep improving the offer we make to existing and new customers.

"It's an exciting time for our newly launched Élan Media Partners business and for customers looking for great entertainment online."

Paul Uniacke says that logistics company All Interactive Distribution, who had been managing the EzyDVD online operations for Franchise Entertainment Group, would continue to be a highly valued and strategic supply partner to the Franchise Entertainment Group business after the transition of these operations to Élan Media Partners.

For more information contact:

*Lisa Drought
Élan Media Relations
0409 419 047*

Backgrounders attached – 2 pages



MEDIA PARTNERS

BACKGROUND TO MEDIA RELEASE

FRANCHISE ENTERTAINMENT GROUP

The Franchise Entertainment Group, founded and wholly owned by Paul Uniacke and Eddie Nedelko, operates more than 750 Video Ezy, Blockbuster and EzyDVD stores across Australia, including both company-owned and franchisee-owned stores, and some 500 stores in other Asia Pacific countries. It is responsible for over \$800M in sales and over 120 million movie rentals per year in Australia alone.

The Group's aim is to grow and enhance franchisee profitability in the exciting and competitive home entertainment market.

Paul Uniacke and Eddie Nedelko acquired the master franchise for Video Ezy Australasia in 2005, and formed the Franchise Entertainment Group in 2007 when they expanded with the acquisition of Blockbuster Australia and New Zealand in 2007. The Group further grew with the acquisition of EzyDVD in 2009.

ÉLAN MEDIA PARTNERS

Élan Media Partners Pty Ltd owns and operates online consumer retail sites such as chaos.com, play4me.com.au and the globally successful cdwow.com, and provides online and fulfilment services to some of Australia's leading entertainment retailers. Élan also delivers brand and label management and related marketing and distribution services to the music and fashion industry.

The company has warehousing operations in Melbourne (Australia) and Hong Kong and a well-established network of joint venture supply chain partners across Asia, the Americas and Europe.

CD WOW!

CD WOW! is one of Australia's most globally successful online retailers, selling music CDs, film and TV on DVD, games, cosmetics and music-related merchandise. It has been operating since 2000, first in the UK, and now has a presence in more than 14 countries including the UK, France, Germany, Japan, China and the USA.

EZYDVD

EzyDVD, founded in 1999 in South Australia, became one of Australia's major retailers of film and TV on DVD and games, with franchised stores nationwide and a significant online presence. The business was acquired by Franchise Entertainment Group in January 2009.

Since that time the online business, ezydvd.com.au, has continued to grow and is now considered Australia's largest online DVD retailer. A number of retail stores also continue to operate, across several states, under the EzyDVD brand.

PAUL UNIACKE

Paul grew up in Shepparton in country Victoria and continues to live there with his wife Kate and four small children.

Paul started his first business, a logistics business, when he was 20 years old and has built from there, owning and operating hotels, video stores and video store franchising as well as building a property portfolio.

Paul entered the movie business when he purchased a Video Ezy Franchise in 1995. By 2005, he and his business partner, Eddie Nedelko, had grown their number of stores to 18. They then negotiated the purchase of the Video Ezy Australasia master franchise in August 2005, and formed the Franchise Entertainment Group (FEG) in 2007 after acquiring Blockbuster Australia and New Zealand. FEG grew further in January 2009 with the acquisition of EzyDVD.

Paul's great strengths include identifying and surrounding himself with high quality people and maintaining a firm grasp on local and world issues affecting his business. His business motto – to build solid foundations for future growth and embrace change – has seen his businesses continue to grow strongly.

CRAIG WHITE

Craig is a disciplined, determined and competitive leader with significant experience in entertainment marketing and fast moving consumer goods. Before starting his consultancy to Élan Media Partners (formerly Stomp Pty Ltd) in August 2010, he was Sales Director at Twentieth Century Fox (Australia) for more than four years, responsible for over \$200M in sales annually.

Before that, Craig's most recent previous roles included General Manager Brand Equity and Brand Director of Foster's Brewing International, in Europe and the US respectively, as well as various senior marketing and sales roles with HJ Heinz and Cadbury Schweppes.

At Foster's, Craig was integral to global brand positioning work for the Foster's brand, and had full responsibility for brand planning and marketing for the Miller's/Foster's Brewing joint venture in the United States, for which he developed ATL campaigns and commercialized a number of brand and promotional platforms.

Craig holds an MBA from Swinburne University and has also completed executive programs at the Australian Graduate School of Management. He is a member of the Australian Institute of Company Directors and serves as a non-executive director on the board of Psychpress Pty Ltd.

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