

**carsales.com.au is the recipient of the 2007 Frost & Sullivan Advertiser Satisfaction Award**

**Sydney, 19 October 2007** – carsales.com.au is the proud recipient of the 2007 Frost & Sullivan Advertiser Satisfaction Award for Online Classifieds Advertising.

The recognition follows Frost & Sullivan's latest online classified advertiser survey published in May 2007. The survey, which is the first ever detailed study of the online classifieds market in Australia, evaluated a range of key advertiser attitudes, intentions and trends regarding online classifieds. Online classifieds advertising grew by 50 per cent from AU\$205 million in 2005 to AU\$308 million in 2006.

Mr. Darryl Nelson, research manager for digital media, Frost & Sullivan Australia said, "The performance of carsales.com.au in delivering high advertiser satisfaction underwrites its strong market leadership in the online automotive classifieds market.

"Carsales.com.au has clearly demonstrated a strong focus in creating a valuable advertising market and also on delivering a high level of service to its advertising customers."

Greg Roebuck, managing director of carsales.com.au said, "carsales.com.au is very proud to have been awarded the 2007 Frost & Sullivan Advertiser Satisfaction Award for Online Classifieds Advertising. The entire staff at carsales.com.au continually strives to meet the needs of our customers by listening to, and acting on, their feedback.

"This is a great initiative and insight into the Australian online classifieds scene and to be selected above other successful and highly regarded classified businesses, is a credit to the whole team."

An online advertiser survey was conducted with 120 business advertisers, drawn from the 3 key markets of recruitment, real estate and automotive advertisers. Ratings of service factors and of publishers were evaluated separately in each market (jobs, real estate and automotive), so that publishers were considered in terms of performance in their own markets.

carsales was the only publisher rated highest in each of the 8 most important factors used to evaluate the award. What is more, carsales outperformed advertiser expectations in 6 of them.

carsales's award is part of Frost & Sullivan Australia's annual Best Practices Awards. The awards seek to recognise outstanding performance and industry achievements by leaders in the Australian Information and Communications Technology (ICT) industry. All award recipients will be honoured at a gala awards banquet in Sydney next month, on the 16<sup>th</sup> of November.

**About carsales.com.au**

carsales.com.au Limited is an Australian unlisted public company based in Melbourne, with more than 450 shareholders, including a 50 per cent shareholding by PBL Media and many individual Australian car dealers and automotive industry entities. Its first revenues were reported in the financial year 1998.

In November 2005, carsales acquired the on-line classified assets of Trader International Group in exchange for just over 40% of the stock in carsales.com.au.

Today, the Carsales network includes the clear market leaders in automotive classifieds, construction and equipment classifieds, marine classifieds and motorcycle classifieds.

Carsales is the only company to have made the BRW Fast 100 for five consecutive years, also being in the Deloitte Technology Fast 50 in 2004, 2005 and 2006.

**About Frost & Sullivan**

*Frost & Sullivan*, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. *Frost & Sullivan* employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about *Frost & Sullivan's* Growth Partnerships, visit <http://www.frost.com>

For more information on the Awards, please visit [www.frost-awards.com.au](http://www.frost-awards.com.au)

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