



NEWS RELEASE

FREEVIEW ANNOUNCES RETAILER COMPETITION WINNER

7th August, 2009

Freeview today announced the winner of its online Retailer Quiz as John Kang, from Bing Lee at Eastwood.

Freeview's Marketing Director, Chelsea Wymer, presented Mr. Kang with his prize of a \$10,000 Qantas Holidays voucher at the Eastwood store.



The competition attracted hundreds of entries from retailers across the country. Entrants were required to answer 10 quiz questions correctly that were related to Freeview and Freeview-endorsed products to go into the draw to win the main prize. All other entrants will receive minor prizes.

Competition entrants were required to be employed or contracted as sales staff of consumer electronic retailers stocking Freeview branded products.

Freeview CEO Robin Parkes said the competition was an excellent vehicle to educate retailers.

“The competition device of a quiz that was all about Freeview and Freeview branded products has helped our retail partners educate their staff and this is just one way we are supporting retailers selling Freeview endorsed product,” she said.

“It’s a fantastic prize and we warmly congratulate Mr. Kang from Bing Lee.”

Darren Young, the Franchisee at the Eastwood Bing Lee store said “John is a very hard worker and he deserves a wonderful holiday. We’re so pleased that someone from a Bing Lee store won the prize. ”

Freeview announced the arrival of its product logos for Freeview branded products, including digital TVs and set-top boxes, in retailers in April this year.

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About Freeview

Launched in 2008, Freeview is the free digital television service in Australia. It comprises all the channels from Australia’s free-to-view broadcasters. Freeview encourages Australians to switch to free-to-view digital television by promoting its benefits including more channels, more moments, better picture and superior sound, for free. Freeview is not-for-profit and owned by ABC, SBS, Seven, Nine, Ten, Prime, Southern Cross and WIN.