

**Mindshare continues focus on Analytics Consulting  
Boosts Business Planning team with hire and promotions**

**Sydney, December 16, 2009:** Leading Australian media agency Mindshare, part of STW Group and GroupM, is continuing its focus on analytics consulting and business planning, hiring an international analytics specialist and promoting other key staff to further boost its team.

Analytics expert Brett Camilleri will start with the company next month, focusing on driving analytics and marketing dashboard services. Camilleri previously worked for the Mindshare Global team out of London, delivering complex analytics consulting projects for a range of clients including Ford across 21 markets in Europe.

Mindshare Sydney's Managing Director, Tracie Michael said Camilleri "brings incredibly strong data, analytical and consulting skills to the Business Planning team". "We're very excited to have Brett join our Sydney office," she said. "He's worked on the development and interpretation of econometric models for a range of industries including automotive, FMCG and telecommunications, and will further strengthen our expertise in the analytics area."

The hire is part of a broader focus on Mindshare's Business Planning team for 2010; Robert Dingwall has been promoted to Head of Business Planning, Australia, effective immediately. Charged with leading the expansion of the Business Planning team for Mindshare in 2010, Dingwall has more than 15 years experience across brand and communications planning for a wide range of categories both in the UK with ZenithOptimedia and Mindshare Australia.

Clare Robinson has also been promoted and moves from the company's Communications Planning team to become Associate Partner in Business Planning. Focussing on the financial services category and direct communications, Robinson brings brand and communications planning and Data planning experience gained at Carat UK and Mindshare Sydney.

Mindshare's Business Planning division is a specialist department that helps clients to answer their most pressing marketing questions through a blend of expertise in analytics, insights and strategy.

"The marketing environment has been transformed in recent years," explained Michael. "The old rules and formulas no longer apply and marketers need to find new ways to connect meaningfully with consumers in order to grow.

"The Business Planning department at Mindshare was formed in response to this increasing uncertainty within the marketing community over where to turn to find the growth that shareholders demand. With this recent hire and our continued focus on Business Planning and analytics consulting, we're in the best place to provide the best advice."

In other team changes, Katie Rigg-Smith has been promoted to Head of Communications Planning, leading the team from January next year. With more than 11 years experience in Media and Channel Planning, Rigg-Smith has worked across a wide range of categories and clients including Diageo, Kimberly Clark, ING Direct,

Kellogg's and the One Foundation. She is also a part-time lecturer within School of Marketing at UTS University 2007 and School of Business 2008 and has continued to guest lecture throughout 2009.

Mindshare is part of Group M, and STW Group – Australia's leading marketing content and communications services groups.

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For more information contact:

Natelle Ball  
STW Communications Group  
0408 005 545