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## **STW to fast track field marketing growth** *Group purchases leading field marketing specialist*

**Sydney, May 31, 2010:** STW Communications Group, Australia's leading marketing content and communications services group, today announced the purchase of specialist field marketing and merchandising company Quality National Team (QNT).

The deal sees STW take a majority share in the Queensland-based company, which was established in November 2006 by entertainment and retail industry specialists Dean Saul and Tony Ward, and boasts a client list of leaders within the entertainment arena.

STW's CEO Michael Connaghan said the investment in QNT was the "first step in a broader plan to fast-track our field marketing growth".

"Making this investment in field marketing is a natural leverage off STW's leading position within the retail marketing industry, which currently reaches across both retailers and consumer goods clients," he explained.

"The services driving field marketing growth include creative ideation, field marketing merchandising and execution, and measurement and auditing. We already have real grunt on creative ideation with businesses like Evocatif, ICRE8, Punch and OgilvyAction, and a market leading position in mystery shopping and auditing through HOED and CBS. Investing now in pure field marketing is a strategic and natural step to further leverage our offering and fast-track growth."

QNT's joint director Dean Saul said the partnership would help boost the company's capacity, and provide valuable access to the broad skills set within the STW Group. "We've already established ourselves as one of the leaders within our sector for quality service. Partnering with STW now provides us with an opportunity to expand our offering by utilising the knowledge base and other marketing services within the STW Group."

Joint Director Tony Ward said becoming part of the STW Group would also help QNT plan for the future. "We're ready to take this business to the next level. By providing additional support, infrastructure and access to other marketing services, STW will help us realise our growth potential."

QNT provides a range of field marketing services across Australia and New Zealand including specialised retail merchandising, distribution, franchise compliance measurement and route planning. It also provides national account management and payroll solutions. Clients include Playgro, Nuby, Village Roadshow's grocery model, and Bloom Cosmetics.

**Ends.**

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