



**STW Group Limited**  
Level 6, 72 Christie Street  
St Leonards, NSW 2065  
Sydney Australia  
t +61 2 9373 6488  
f +61 2 9373 6398  
ABN 84 001 657 370  
[www.stwgroup.com.au](http://www.stwgroup.com.au)

**ASX RELEASE**

**7 August 2009**

**STW ANNOUNCES APPOINTMENT OF CHIEF FINANCIAL OFFICER**

STW Communications Group Limited ("STW" ASX: SGN), Australia's leading marketing content and communications services group, today announces the appointment of Michael Cullen as the Chief Financial Officer of the Company. Mr Cullen will join the Company on 17 August 2009 and assume full responsibility of the finance function from 1 September 2009, after a handover period from current Chief Financial Officer, Chris Thomson, who will leave STW on 4 September 2009.

Mr Cullen is the former European Finance Director of The Marketing Store, a global marketing consultancy and consumer product manufacturer with turnover in excess of USD\$300 million. He has 18 years of experience working in commercial finance, marketing and management roles across Australia, Asia and Europe.

For further information, please contact:

Chris Rollinson  
Company Secretary  
STW Communications Group Limited  
(02) 9373 6311