



Media Release
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FOR IMMEDIATE RELEASE

AFA partners with evolution media's evoTV

evoTV, evolution media's online TV platform for financial services, welcomes the Association of Financial Advisers (AFA) as it's most recent content partner

evoTV has partnered with the AFA, adding another valuable content partner to the evoTV family.

Designed specifically to engage internet viewers, evoTV will provide the AFA with opportunities to grow its target markets, reach key stakeholders and increase brand awareness both within and outside finance.

Vanessa Stoykov, publisher of evoTV and CEO of evolution media, said "We are extremely pleased to welcome AFA to evoTV's list of content partners and look forward to including AFA members in our viewing audience. AFA represents an extremely relevant source of content for evoTV and will help to bring evoTV viewers for more timely and valuable information."

"This partnership is an important coup for evoTV. With over six decades of success behind it, the AFA represents an extremely relevant audience for our unique content and our alliance with the finance industry," said Ms Stoykov.

Richard Klipin, CEO of the Association of Financial Advisers, said "We are delighted to be partnering with the team at evoTV. The team has developed an innovative, agile and professional business which fits very well with the culture and core messages of the AFA.

"With the recession upon us and the political winds of change looming, it is critical to get timely information to the market. evoTV is at the forefront of this of this opportunity," said Mr Klipin.

For more information on evoTV and to view the list of evoTV content partners visit www.evoTV.com.au. Registration is free.

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NOTES TO THE EDITORS:

About evolution media and evoTV

evolution media is a specialist communications company that bridges the gap between full service agency and content publisher. evolution media specialises in the financial services industry and has full service capabilities across the areas of public relations, digital, advertising and branded content. It is a BRW Fast 100 company, has been operating for more than nine years.

evolution media clients include ANZ Bank, Aon, Pengana Capital and several leading superannuation funds.

evolution media is the creator of evoTV, an online TV platform featuring eight channels. evoTV is produced specifically for the internet; the content is original, and tailored to the finance community and consumers interested in the world of money. evoTV has access to over 400,000 viewers through unique partnerships formed with content partners – including the FPA, ASFA and several other leading industry bodies and key influencers.

For more information visit www.evolutionmedia.com.au or www.evoTV.com.au.

About the Association of Financial Advisers

The Association of Financial Advisers (AFA) is a national body which has been serving the financial advising industry for over 60 years. Its aim is to provide members with a robust united voice, continually improve practices and focus firmly on the exciting, dynamic future of the financial advising industry.

For more information visit www.afa.asn.au.