

MEDIA RELEASE

Sydney, 29 September, 2009

evoTV changes the online TV playing field with the *Heroes of Sport and Business*

The world of internet TV has once again been changed today by online TV pioneer evolution media. Creating all original, TV quality programming for the business community, evolution has pushed the boundaries, combining business and pleasure in a new and original online format.

The *Heroes of Sport and Business* will give viewers a rare insight into those unique athletes who have made the transition from champion on the sporting field to standout performer in business.

The feature will showcase the personal stories of some of Australia's most successful people on and off the field. Ex-Wallaby stars Phil Kearns and Simon Poidevin, former AFL greats Jason Ball and Chris Langford plus retired cricketer Stuart MacGill are among the legends to share their stories.

Louis White, news director for evoTV, said "Gaining access and insight to some of Australia's most successful people in sport and business creates compelling viewing. It is rare to find people who have the ability to succeed in more than one area in life."

Marcus Field, managing director of evolution media said "In a world that is increasingly opt-in, blending entertainment with insight is the driving thought behind all our work as a creative agency and publishing house. This approach has proven highly successful to date with evoTV now enjoying a deeply engaged audience.

"Through the *Heroes of Sport and Business* we are delivering our audience a unique combination of human interest and business insight," concluded Field.

Screening on www.evotv.com.au from today, Tuesday, September 29 and running for two weeks to Friday, October 9, the feature will coincide with the AFL and NRL grand finals and the end of the Wallabies Australian season.

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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 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.

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

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

The Heroes of Sport and Business talent includes:

Phil Kearns: Played 67 Tests for Australia including 10 as captain. He was one of Australia's best rugby players in the modern era. He was a member of the 1991 and 1999 World Cup winning squad. Phil currently works with Investec and was previously Managing Director of ASK Solutions for Australia and New Zealand. In addition, Phil has his many commitments to the media (Fox Sports) as well as his numerous charities.

Simon Poidevin: He played 59 Tests for Australia between 1980 and 1991. He was captain on four occasions and was the first player in Australian rugby history to play 50 Tests.

His business career has been in the financial services industry which has involved being the managing director of equity sales at Citigroup. He is now an executive director at diversified funds manager Pengana Capital.

Nick Farr-Jones: Probably the most famous Wallaby player of all time. He represented Australia in 63 Tests of which 36 of those Tests he was captain including leading the Wallabies to their World Cup win in 1991. These days he has his own charity and works at Taurus Resource Fund which specializes in the mining and resource sector.

Chris Langford: Langford was one of the all-time AFL great full-backs in the game. His record is outstanding having played 303 games for Hawthorn for four premierships in six grand finals; four times All-Australian and was recently inducted into the AFL Hall of Fame.

Chris has over 20 years experience in a range of roles within the property industry. He has worked with Lend Lease and Mirvac on a variety of projects and property classes. More recently, Chris was CEO of Mirvac Retail Projects until mid 2005, before forming Spyglass Property to focus on retail property development.

Jason Ball: Ball was another outstanding AFL player who has the rare distinction of playing in two premiership sides for two different clubs 11 years apart. A talented and tall ruckman/key forward, Ball split his time between playing for the West Coast Eagles (preiership side 1994) and then the Sydney Swans (premiers 2005). Jason has a background in finance and worked at top level companies in Australia.

He joined Macquarie Bank as a private client retail stockbroker in January 2000 and has since climbed his way up the corporate ladder with Macquarie.

Brennon Dowrick: Dowrick is one of Australia's most successful male gymnasts. He represented Australia at two Olympics, three Commonwealth Games and seven World Championships. Dowrick was Australia's first ever gymnastics Commonwealth Games Gold Medalist in 1990, a feat he repeated in 1994. He was also Australia's first ever Olympic Games finalist at the 1996 Atlanta Games.

Dowrick has his own consulting company and is flown around the world by leading edge corporations. His company, Performance Max, focuses on the benefits to the workplace of personal health and fitness. He also involves some of Australia's leading sport scientists in his work. Dowrick has kindly invited us to film him during one of his seminars where he strips off his suit and gets into a gymnastic routine.

Stuart MacGill: MacGill was the second greatest leg-spinner in the modern era finishing with a stellar record of taking 208 wickets in 44 Test matches at an average of 29.02, taking a wicket every 54 balls – quicker than Warne and better than any modern day spin bowler. MacGill was also the fourth fastest Australian bowler to reach 100 Test wickets in just 21 Tests.

His business career took off immediately when he set his mind to it with his passion for wine turning into a highly successful and award-nominated TV show *Uncorked*. MacGill was also the host of the SBS coverage of Australia's tour of England and is now pivotal member of the Triple MMM breakfast morning show broadcast into New South Wales and Victoria.

Stephen Wooldridge: A five-time gold medalist in the teams pursuit cycling including four world championship titles and an Olympic gold medal, Wooldridge was awarded the Order of Australia Medal in 2005 for his services to cycling.

Stephen studied a Bachelor of Technology Management and started career with Colliers International in Industrial Agency in February 2007.