



PRESS RELEASE
For Immediate Release

**FORMER REA GROUP HEAD OF MEDIA SALES AND OPERATIONS JOINS
CATCHA DIGITAL**

1 March 2011, Kuala Lumpur - Catcha Digital, the strategic partner for Microsoft Advertising in Malaysia, covering both MSN Malaysia and Windows Live, today announced that Damon Rielly has joined as General Manager.

Damon previously served as the Head of Media Sales & Operations at REA Group, the world's second-largest online real estate advertising company, where he was responsible for all display advertising across all REA Group sites within Australia and has led a 60-strong team in the country. He brings with him extensive experience in rapidly growing online businesses, growing the Media business at REA Group to become the 5th largest by revenue within Australia. Prior to REA Group, Damon was the Director of Sales of publicly-listed broadcast media company, Austereo, and led sales teams across broadcast and online assets.

Commenting on Damon's appointment, Catcha Media's CEO Ken Tsurumaru said, "We are very excited Damon is joining us at Catcha Digital. His vast experience will help us drive innovation on all media platforms that we offer and extend our lead in the online advertising industry."

Tsurumaru added that Damon is already a well-known figure in the online industry and has come highly recommended by industry peers.

Damon said, "The opportunity to lead Malaysia's leading online publisher is very exciting. The market is willing and wanting to invest in online and try new things online which is what we intend to deliver."

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CATCHA DIGITAL

About Catcha Digital

Catcha Digital (CD) is a wholly owned subsidiary of **Catcha Media**, one of South East Asia's largest and most dynamic media groups. Catcha Digital exclusively operates, develops content and delivers advertising solutions across Microsoft's entire Malaysian portfolio of online products. This portfolio includes the MSN Malaysia portal (msn.com.my), Windows Live Messenger (MY) and Hotmail (MY). It also exclusively operators inventory for Malaysia's largest technology forum, Lowyat.net. With a reach of approximately 8 million unique users a month Catcha Digital is one of the region's largest online publishers.

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