



#### Communications

##### Fiji Limited

parent company of:

Fiji: FM96, Legend, Navtarang,  
Radio Sargam, VITI FM,  
Total Event Company  
& Fijivillage.com

PNG: Nau FM & Yumi FM

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## STATEMENT TO THE SOUTH PACIFIC STOCK EXCHANGE

16 April 2010

### Communications Fiji LTD launches CinemADs!

The South Pacific's leading radio broadcast company Communications Fiji Ltd (CFM) announced today the launch of a new division **CinemADs**. This follows CFM winning the exclusive rights to sell cinema advertising in Damodar Village cinemas Fiji wide.

"This is an exciting new venture for CFM", said Managing Director William Parkinson, "that fits nicely with our current broadcast, internet and event marketing operations as we already have much of the expertise and resources required to create a world class cinema advertising operation".

"We are also delighted to be working with Damodar Village Cinemas who have long experience in the Cinema business in Fiji, the Pacific and through their international partners, the world. They have some exciting plans for growth that make this new venture even more promising", said Mr Parkinson.

**CinemADs** will be managed by experienced CFM team leader, Charles Taylor and he will be working in close partnership with the CFM sales and marketing team who will be responsible for selling cinema advertising along with radio, event marketing and internet products.

“We expect this new venture to make an immediate positive impact on our bottom line but we will be in a better position to provide the market with an accurate forecast when we announce our June 30<sup>th</sup> half year results”, said Mr Parkinson.

For more information contact our New Business Development Manager, Charles Taylor or our Director of Sales, Doris Southwick.

A handwritten signature in black ink, appearing to read 'William Parkinson', with a stylized flourish extending from the end.

**WILLIAM PARKINSON**

**Managing Director**