

FOR IMMEDIATE RELEASE

10 July, 2009

NEW CHAIRPERSON AND COMMITTEE ANNOUNCED FOR THE APMA

The Australasian Promotional Marketing Association (APMA) has a new Chairperson, David Lo, Director of The Marketing Zoo which was announced at last night's APMA Annual General Meeting after Kylie Green, CEO of Kaleidoscope Marketing Communications stepped down from the role after 4 years at the helm.

David Lo will take over the reins of Chairperson of APMA and will be supported by Kylie Green in the newly created role of Vice Chairperson. A new Committee was also appointed to support the new Chairperson.

"I am really excited to be stepping into the role of Chairperson after Kylie who has done a superb job of turning the industry body around. After working on the dedicated Committee for the past 12 months I was inspired by her, and the dedicated Committee members, to take on the challenge. I look forward to continuing both the excellent growth of APMA achieved under Kylie's leadership and to increasing the understanding of the impact of promotional marketing in Australia and New Zealand and also around the globe" said David Lo.

"I have known David Lo for over 20 years and am thrilled to hand over the role of Chairperson to someone who I respect and trust and is as passionate about our industry as I am. David is a successful businessman with a hugely successful agency and will be

a brilliant leader for the APMA which will benefit greatly from his breadth and depth of experience in promotional marketing” says Kylie Green.

The APMA’s mission is to inform and educate the Australian and New Zealand marketing communities and the public of the specialised talents, skills and experiences that distinguish Promotional Marketing from other aspects of the total marketing function; and to stimulate each member agency to achieve the highest attainable level of professional excellence.

A new committee has been recently appointed to serve member Agencies and drive Promotional Marketing standards and exposure in Australia and New Zealand.

The new APMA Committee for 2009/2010 is as follows:

- **David Lo**, Executive Chairperson of APMA from The Marketing Zoo
- **Kylie Green**, Vice Chairperson & Education Portfolio from Kaleidoscope Marketing Communications.
- **Martin Walters**, Star Awards Programme Portfolio from Leo Burnett
- **Alicia Beachley**, Star Awards Event Portfolio from April 5
- **Will Riley**, APMA Website Portfolio from Apollo Marketing Australia
- **Kate Savage**, APMA Young Members Association Portfolio from BMF
- **Rion Shelley**, Breakfast Series, Events & Social Marketing Portfolio from IdeaWorks
- **Melissa Gamble**, Membership Portfolio from iCre8
- **Belinda Barnes**, PR & Research Portfolio from Evocatif
- **Marcus Ingleby**, Melbourne Representative from Creative Activations
- **Ruth Money**, New Zealand Representative from Apollo Marketing New Zealand
- **James Barker & Tony Anisimoff**, Honorary Treasurer & Secretariat from Anisimoff Legal

ENDS.

To interview David Lo please contact him on (02) 8437 8400 or for further information on APMA and its Member Agencies refer to the APMA website www.apma.com or call APMA on (02) 9460 9286.

About the Australasian Promotional Marketing Association (APMA)

The Australasian Promotional Marketing Association (APMA) represents leading Promotional Marketing Agencies in Australia and New Zealand. APMA focuses on being the leading authority on Promotional Marketing in the region and stimulating each APMA member agency to achieve the highest attainable level of professional excellence.