

PACIFIC MAGAZINES STRUCTURES FOR FUTURE GROWTH

Thursday 28th November 2013 – Pacific Magazines, the publishing arm of Seven West Media, today announced senior management changes to build on its strengths and create new opportunities for future growth.

Mr Peter Zavec has been appointed to the role of Director of Magazines, Pacific Magazines.

Seven West Media's Chief Operating Officer Mr Nick Chan said the appointment would prioritise profit performance and new revenue streams at Pacific Magazines whilst leveraging integration synergies with other Seven West Media business.

"We have the best brands, managerial talent and people at Pacific Magazines.

"Peter and I have worked together for many years and he has been a significant force in the success of the Pacific Magazines business to date. He has the experience, passion and insight to continue to take Pacific forward."

Commenting, Mr Zavec said: "Pacific Magazines is the country's best performing magazines publisher, with a diversified portfolio of leading brands and a sharp focus on continuous innovation.

"Whilst magazines remain the core of our business, new revenue and content opportunities for Pacific both here and internationally have never been greater.

"As part of the largest and best performing integrated media group at Seven West Media, Pacific is ideally positioned for future growth. It's an exciting time to lead this fantastic company."

Mr Zavec has over twenty years of senior media experience, including roles at ACP Magazines (now Bauer Media), News Limited and The Herald and Weekly Times.

The Executive Management team at Pacific Magazines will report to Peter Zavec, with a new publishing structure to be announced shortly.

Pacific Magazines will continue to fall under Mr Chan's executive responsibilities, with Mr Zavec reporting to Mr Chan.

Ends.

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