



Seven West Media appoints Director of Red Events

3 March 2014 -- Seven West Media Limited today announced the appointment of Dustin Lockett as Director of Red Events, a company that is already further extending the company's development and integration of its businesses, with a focus on leveraging Seven West Media's market-leading brands and leadership in marketing power across its media platforms into the expanding and growing events category.

Over the past twelve months, Red Events has created more than 50 major events for the company and its clients, including the Prix de marie claire, InStyle Women of Style with Audi, Girlfriend Model Search with Rimmel, Men's Health Man of the Year, Women's Health I Support Women in Sport, and major business events for The West Australian.

Kurt Burnette, Chief Revenue Officer, Seven West Media, said: "Events are now a \$3.0 billion industry and growing. Red Events is working with brands to maximise outcomes in the event and exhibition space. It will also deliver unique experiential based extensions for Seven West Media's market-leading and successful stable of brands and content. It is already extremely successful and is a key part of our company plans to build new revenue streams beyond traditional advertising."

Commenting, Tim Worner, CEO of Seven West Media, said: "Seven West Media is focused on producing the best content and the delivery of that content anywhere, anytime to the biggest audiences possible, and that includes the live event space."

Mr Burnette said: "Dustin joins us at an exciting time for our business. Seven West Media is recognised as the market leader in the creation of business solutions for our clients across our own brands and assets. We will build on this leadership through new business solutions and revenue streams through our presence in the events category."

Mr Lockett said: "I am extremely excited to join Seven West Media as Director of Red Events. The opportunity to leverage such a strong portfolio of brands and content into the live environment is unique in this market and combined with my experience developing and licensing some of Australia's most successful live events, this will be an exciting chapter for the events category and for Seven West Media."

Mr Lockett joins Seven West Media with significant experience in the management and delivery of entertainment and live experiences. He is currently Director of Business Development at NIDA. Prior to joining NIDA in 2013, he was VP, Live Experience for Fremantle Enterprises where he launched live events for Grand Designs, Masterchef Australia and The X Factor. Prior to joining Fremantle Media Enterprises in 2010, Lockett was Director of Sales and Marketing at Global Action Sports, Sales and Marketing Manager – Queensland for IMG and Director of Sales and Marketing for Wonderland Sydney.