

Media Release



West is best as iiNet appoints Meerkats

6 June 2013: iiNet has appointed Subiaco-based Meerkats to lead the company's brand and acquisition campaigns. The appointment completes iiNet's return to a close relationship with local marketing and advertising agencies.

iiNet Chief Operations Officer, Maryna Fewster, said the company is looking forward to reigniting the partnership with Meerkats.

"Meerkats has a strong cultural fit with our business, a deep knowledge of our brand and a high degree of transparency in how they operate," she said.

Meerkats has a great history with iiNet and crafted iiNet's first advertising campaign in 2007. That 'Manifesto' campaign accelerated iiNet's expansion into the national market and introduced the loveable character, Finn.

Meerkats Managing Director, Gavin Bain, said his team was thrilled to be working again with one of their foundation clients.

"This is fantastic, not just for our team, but for the industry in Western Australia. We can't wait to get back to work with one of Australia's favourite brands," he said.

Local agency Marketforce will continue to work on customer retention, and iiNet Group brands, Internode and Westnet.

Group Director Marketforce, Nicole Lennox Gray, said the recent appointment had led to some exciting work on the Internode and Westnet brands

"We are really enjoying working on this local and hugely successful challenger ISP and we welcome the return of the whole business to WA," she said.

OMD WA, based in West Perth, will also continue as media buyer across the iiNet Group.

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About iiNet

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We're a publicly listed, ASX 200 company and employ more than 2,000 inquisitive staff across three countries. We maintain our own super-fast broadband network and support over 1.7 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're committed to making it simple for all Australians to connect across both our own network and on the NBN. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.