



Media Release: 26 March, 2008

NEWS DIGITAL MEDIA OFFICIALLY CARBON NEUTRAL

Richard Freudenstein, chief executive officer of News Digital Media, News Limited's digital business, today announced that the company has become carbon neutral. This has been achieved through a combination of reducing and offsetting carbon emissions produced by the company.

All carbon produced by NDM last year has been offset by investments in wind farm energy projects in India. The offsets are certified under the international Voluntary Carbon Standard developed by The Climate Group, the International Emissions Trading Association and the World Business Council for Sustainable Development

Mr Freudenstein said that climate change is one of the most important social and political issues in our world today.

"News Digital Media is committed to being a leader on this issue and we are pleased that we have emerged as one of the few Australian companies to become carbon neutral.

"This certification means that News Digital Media no longer contributes towards global warming. However, this is only the beginning. We will continue to reduce our emissions as much as possible and encourage and enable our staff and readers to do the same."

Staff at News Digital Media have enthusiastically embraced the company's fight against climate change, forming a cross-divisional committee to share ideas, plan events and drive initiatives across the business. Some of the employee initiatives News Digital Media have put in place include:

- A range of lunch time presentations from external companies including Australian Conservation Foundation and Planet Ark, and interactive sessions for staff to discuss climate change issues
- A mobile phone recycling program where for each phone recycled by employees, the business will plant a tree
- Subsidised staff discounts on environmental products

- Encouraging staff to cycle to work by subsidising a 30 per cent discount on bikes
- The electronic distribution of customer invoices and statements
- Removal of polystyrene mugs from staff kitchens, distribution of mugs and a negotiated discount on coffee from local cafes when using a mug

In addition, the new Liverpool St. premises for News Digital Media at which all staff will be based by the end of the year, has been developed and implemented following the principles of the green star system.

Features of the new offices include:

- The use of low emission floorings and paint
- Various walls around the offices doubling as writing walls
- The use of renewable and recycled timber for bench-tops and walls
- Low heat absorbing “Greenscreen” roller blinds are fitted to all windows reducing temperatures and, in turn, air-conditioning requirements
- Movement detectors to turn off a majority of lights when offices and meeting rooms are not in use
- Time clocks on the air conditioning system for after-hours use

The carbon neutral certification follows the nomination of the News Digital Media developed website, www.1degree.com.au, at the 14th Annual AIMIA (Australian Interactive Marketing Industry Association) awards that were held last month. The website provides practical information and news on what can be done to prevent climate change.

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PLEASE NOTE: Further information on News Digital Media employee initiatives in place and new office features are available upon request.

About News Digital Media:

News Digital Media (News Limited’s digital business) informs and connects millions of Australians through compelling and highly engaging digital media properties. Its operations include NEWS.com.au, truelocal.com.au, CareerOne.com.au, carsguide.com.au, moshtix and related activities involving News Limited newspaper websites, including dailytelegraph.com.au, theaustralian.com.au, heraldsun.com.au, couriermail.com.au, perthnow.com.au, adalaidenow.com.au, themercury.com.au along with magazine websites, including vogue.com.au and notebookmagazine.com. The News Digital Media sales team also represents FOXSPORTS.com.au for advertising in the online market. The News Digital

Media network has a diverse audience of real Australians that enables advertisers to hit many target markets.