



Media Release

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News Digital Media leads the way in energy reduction

News Digital Media chief executive officer, Richard Freudenstein, today announced the business will be carbon neutral this year.

The company will achieve carbon neutrality by reducing its use of energy, utilising renewable energy where possible and offsetting the remaining carbon dioxide released during its daily operations as a last resort.

Mr Freudenstein said, "Climate change is now one of the most important political and social policy issues. We are committed to being a leader on the issue.

"We will achieve carbon neutrality and take a lead on the issue by cutting the overall energy use of the business, implementing energy efficient programs and offsetting otherwise unavoidable emissions from our business."

"Put simply we will not add greenhouse gases like carbon dioxide into the atmosphere, or if we do, we will take the same amount out elsewhere."

"Becoming carbon neutral is only the beginning of our permanent commitment to change the way we use energy and reach our audience on this issue. As Australia's fastest growing digital media publisher, we are committed to informing, educating and enabling individuals to understand what they can do to help," Mr Freudenstein said.

News Digital Media's announcement comes as its parent company, News Limited launches a company-wide energy reduction plan "One Degree" today.

News Digital Media's carbon neutrality will be verified by an external auditor.



About News Digital Media:

News Digital Media is Australia's fastest growing digital media company. The operations of News Digital Media (News Limited's digital business), include digital properties, NEWS.com.au, FOXSPORTS.com.au, truelocal.com.au, CareerOne.com.au, CARSGuide.com.au, moshtix, taste.com.au and related activities involving News Limited newspaper and magazine websites, including, vogue.com.au and notebookmagazine.com. News Digital Media websites are highly interactive and engaging, empowering users through its tools and services to consumer content. The News Digital Media network has a diverse audience of real Australians that enables advertisers to hit many target markets.

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