



22 October 2004

353/2004

Resignation of Sensis Chief Executive Officer

Sensis Chief Executive Officer, Mr Andrew Day, today announced his decision to resign effective 31 December, 2004, to take up a position as Chief Executive Officer of the European-based World Directories Company, recently acquired by APAX-CINVEN.

"Although we are sorry to see Andrew Day depart Sensis, he will leave the business in an extremely strong position," Mr Bruce Akhurst, Sensis Chairman, said today.

"Sensis is delivering strong and sustainable revenue and profit growth, and the business is executing a sound diversification strategy that both protects and enhances the core directory business.

"Telstra is absolutely committed to the Sensis growth strategy without any change of direction, and we will continue to strongly support the high-performing Sensis leadership team and Sensis staff," Mr Akhurst said.

Since being appointed CEO of Sensis in October 1999, Mr Day has led the company on an impressive growth journey which has seen Sensis evolve from being a largely print-based directory company to become one of Australia's leading multi-channel, search and advertising businesses.

"It is a testament to all Sensis staff that the business is in such a strong position," Mr Akhurst said.

"I am very confident that the existing leadership team, most of whom have been with Sensis for several years, will continue to develop Sensis into an even stronger company over the years ahead," Mr Akhurst said.

Telstra has commenced the process of recruiting a new Chief Executive Officer for Sensis.

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About Sensis Pty Ltd

Sensis is a leading Australian advertising and search company. We deliver innovative and integrated search solutions via print, online, voice and wireless channels to connect Australians 24 hours a day, seven days a week. Our powerful, multi-channel portfolio provides an unparalleled local information source incorporating: the White Pages® and Yellow Pages® directories; the CitySearch® lifestyle site; the Whereis® location and navigation database; and Sensis Classifieds, comprising of the Trading Post®, Autotrader™, Just Listed™ products and the Zest for Life Magazine.

Sensis is the advertising subsidiary of Telstra Corporation Limited. The Sensis Group employs over 2,300 people directly and an additional 800 people are employed in Sensis Classifieds (formerly The Trading Post Group). Sensis' 420,000 customer base is further augmented by the thousands of people who buy and sell goods in Sensis Classifieds' stable of weekly and monthly classifieds publications.

Sensis also has a majority shareholding in Invizage Technology, one of Australia's market leaders in IT services to small and medium sized enterprises. ® and ™ - registered trade marks of Telstra Corporation Limited.