

MEDIA RELEASE
Melbourne, Australia
For Immediate Release
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Impact Data group CEO Tim Stroh departs, but retains interest.

Impact Data Pty Ltd, a leading global provider of digital marketing and business system software products, today announced that group CEO Tim Stroh will retire from executive duties effective today after nearly five years at the helm.

Matthew Critchley, Non-Executive Chairman, said “the board thanks Tim for his valuable contributions to the company over several years and wishes him well in his future endeavors. We will now commence a global search for a replacement Chief Executive Officer”.

Impact Data co-founder and Executive Director Lachlan Opray has been appointed interim CEO and will lead Impact Data’s management team to oversee the day-to-day management of the group.

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For further information:

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About Impact Data

Impact Data is the world leader in providing results focused data driven communication tools including digital direct marketing applications and a comprehensive range of business system products such as automated rostering and benchmark reporting tools. Our core *smart* marketing range of products assist our clients communicate with their customers via e-mail, SMS, MMS, the web, traditional direct mail and more. Impact Data’s client base includes Coles, ALH Group, Nike, Medibank Private, Billabong and Boost Juice. Impact Data currently operates in Australia and the United Kingdom.