



## **Press Release – OMANZ**

### **Auckland, May 25, 2010 –Out-Of-Home revenue stabilises in Q1**

OMANZ today announced the first quarter gross media revenue results of \$13.618m, down just 1.7% on the same period last year.

Pauline Hanton, Chairperson of OMANZ said:

“Although far from a satisfactory result, it does show a significant improvement on the 8.1% shrinkage OOH experienced in 2009 and all indicators show a return to modest growth throughout the remainder of 2010”

OMANZ also announced today the appointment of Jo Davenport as its Project Manager. She will be responsible for implementing its business plan which includes investigating the establishment of an industry code of practice, a new research and insights programme and the scoping for a return to an annual OOH Awards by 2012.

Jo has a wealth of knowledge and experience in developing and delivering on strategic business plans, building brands and executing marcomms plans. She has worked on both agency and client-side and is a very hands-on operator.

Jo Davenport, Project Manager, OMANZ said:

“I am very excited about the scope and opportunity this role provides. I love the creative potential OOH offers and as a previous custodian of my clients brands, I bring to this position a natural empathy for brand communications.”

“One of my first jobs will be to work with our agency to develop a new brand and logo for OMANZ and to establish a new and more useful website. This will be done in between meeting with the OMANZ members and key clients of the industry which will help me get up to speed over the next several weeks. I can’t wait”

Jo Davenport commences the position of Project Manager on May 31st, 2010.

OMANZ full display members include ISite, Adshel, APN Outdoor, Eye, Oggi and M5

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