



MEDIA RELEASE

Auckland, 7th September 2010

New OMANZ Chair to be appointed

Pauline Hanton has announced, in conjunction with the recent resignation from her role as Adshel Sales Director NZ, she will also be stepping down as Chair of the Outdoor Media Association of New Zealand (OMANZ).

Pauline Hanton said:

“I’m disappointed I won’t be seeing out the full tenure of my OMANZ Chair role. However, while I’ve been heavily involved in overseeing the future direction and objectives of OMANZ, the members are completely committed to the vision we have and are focused on continuing to raise awareness of the benefits that Out Of Home media can provide advertisers.”

“It’s been really heartening to see the key Out Of Home media operators put their individual business requirements to the side, come to the table and cohesively work together to raise the profile of the industry, and I know that will continue going forward.”

As a result of Hanton’s resignation, a new Chair will be elected in October. Otherwise, it’s business as usual with new brand positioning, including new logo and website, in development and scheduled to be rolled out over the coming months. Further plans are also being laid for 2011 to continue to leverage Out Of Home as a cost efficient and effective media channel for advertisers.

For further details please contact:

Jo Davenport, Project Manager of OMANZ

Email: jodavenport@omanz.org.nz

Tel: 09 571 0195



About OMANZ

The Outdoor Media Association of NZ (OMANZ) is a not-for-profit, professional, cohesive industry body representing key Outdoor Media display companies who collectively contribute to more than 85% of total out of home advertising industry revenue.

OMANZ's key focus is to educate and raise awareness of the role of Out Of Home media within the community, to build and sustain relations with its key stakeholders, to develop best practice industry standards and to provide services to its members.

The society operates nationally and prior its new formation in 2009 traded as the Outdoor Marketing Association.

OMANZ is governed by a board of directors who are all committed and passionate about raising the profile of Out Of Home advertising in the New Zealand market.

Members of OMANZ adhere to a Code of Practice and abide by the regulatory frameworks in which they operate.

OMANZ media display members: Adshel, APN, iSite, Eye, M5, OGGI