



Ticketek Rewards rebrands as Nine Rewards

Effective from today, Ticketek Insights and the Ticketek Rewards panel will be renamed and rebranded as *Nine Rewards*. Our new website is www.ninerewards.com.au.

Over the past 4 years, the Nine Rewards business has experienced strong growth, and we now have 1.4 million members in Australia who have opted in and actively participate in online research surveys and electronic direct marketing.

Whilst we are still part of the Ticketek business, the rebrand to Nine Rewards is a reflection of the strategy to leverage resources and recruit members across all the business assets in the Nine Entertainment Company.

Also, following on from the success of the Australian business, we have also launched our new online panel in New Zealand: www.ninerewards.co.nz. After a successful start on May 19, 2011 and subsequent steady panel growth, the first NZ project was deployed within 2 weeks of the panel launching.

What does this mean to you, as our valued Client and Partner?

It will be business as usual and there will be no impact on our ability to deliver projects or to service your business needs. You will continue to deal with the same team members you already know. Our physical address and phone numbers remains the same, the only change will be our email addresses, and they will change to firstname.surname@ninerewards.com, but our old emails will continue to work well into the future.

The future will be even more exciting, as we continue to invest in new products and services that will be directly influenced by the ongoing requirements of our client-base and other significant market trends.

I would like to thank you for your support of our business over the last 4 years. We look forward to continuing our current business relationship as a sample/online fieldwork and eDM provider.

In the meantime please do not hesitate to **contact me or Lisa Salas** (lisa.salas@ninerewards.com) should you have any questions.

Kelvin Kirk
General Manager

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