



Press Release

20 April 2011

New distribution partnership announced

CourierPost, Fairfax Media NZ and Netlink have announced a new partnership to distribute and deliver newspapers and magazines across New Zealand from 1 July 2011.

At the same time, Fairfax Sunday newspapers will change their in-house operation, directly managing their own allocation and invoicing.

CourierPost (part of ECL) and its transport network will distribute all of the Fairfax Sunday papers nationwide to more than 5000 retail outlets throughout the country from 1 July. This will provide an improved distribution network for the Sunday Star Times and the Sunday News.

Netlink will assume all magazine circulation distribution services for the Fairfax magazine portfolio and will move to use Courier Post exclusively, to provide its distribution network.

General Manager of Printing & Distribution for Fairfax NZ, Danny Trainor says the partnership will provide the consistent distribution network required to shift large volumes of newspapers and magazines on time.

“We are confident in the technological capabilities, the experience, and the nationwide footprint of these distribution and delivery companies,” he says. “The changes we have made to Fairfax Media’s distribution network will provide significant business efficiencies for us and open up new opportunities for all the parties involved – Netlink, CourierPost and its drivers around the country.”

“We are very excited to be expanding our services within the Print Media industry, and the opportunity to further develop strong partnerships with both Netlink Distribution and Fairfax Media NZ,” says Mark Gibson CEO of ECL. “We see an obvious match in our capabilities to the strategy of both companies.”

“We are delighted to secure the business of the Fairfax magazine portfolio,” says Netlink General Manager Tony Edwards. “These strong brands complement our existing portfolio of market-leading titles and further solidify Netlink’s position as the leading magazine distribution and circulation services company in New Zealand. We are also pleased to extend our long term relationship with CourierPost, using their scalable and flexible network to manage all our transport throughout New Zealand. Working in partnership with Fairfax,

our existing clients and our magazine retailers opens further opportunities for innovation in the magazine category.”

ENDS

Released on behalf of Fairfax Media NZ, Netlink Distribution and CourierPost by Goode PR Auckland.

For more information or to arrange an interview, please contact Vikki Lee Goode of Goode PR, Auckland on +64 9 480 9948 or 021 964 888 or email vikkilee@goodepr.co.nz

Note to editors:

Fairfax Media NZ: Fairfax Media NZ publishes a number of newspapers across New Zealand including Sunday Star Times and Sunday News, nine daily newspapers (including The Press, Manawatu Standard, Marlborough Express, Taranaki Daily News, The Dominion Post, The Nelson Mail, The Southland Times, The Timaru Herald and Waikato Times) and more than 60 community newspapers. Fairfax publish 25 magazines titles including Cuisine, NZ House & Garden, NZ Gardener, NZ Life & Leisure and The TV Guide. Fairfax also runs the market leading website stuff.co.nz and owns trademe.co.nz

Netlink Distribution: Netlink is New Zealand’s leading magazine distribution company representing major local and international publishers. Netlink offers a full range of services to its publishers from retail sales and field management, circulation management to pick & pack and warehousing services.

CourierPost: CourierPost is a part of Express Couriers Limited (ECL), an incorporated joint venture between New Zealand Post Limited and DHL International. ECL provides express transport and courier delivery services through its CourierPost, Pace, Roadstar and Contract Logistics brands, as well as its transport network. CourierPost has New Zealand’s most extensive delivery network for courier delivery services.