



Salmat VeCommerce Identifies With the New Salmat Brand

Sydney: 1 April 2010 Salmat (ASX:SLM), Australia's leading customer communications organisation, today announced that its subsidiary Salmat VeCommerce would now be fully integrated within the master brand, resulting in the phasing out of the VeCommerce name.

In recent years Salmat VeCommerce has become one of the world's most experienced and successful providers of customer interaction solutions utilising speech recognition, voice biometrics and other related self-service technologies. Its customers include NAB, ahm, Standard Life, TrustPower, Pizza Hut, Dublin Airport and the New Zealand Ministry of Social Development.

Salmat VeCommerce will now become the Speech Solutions delivery component of Salmat's customer contact solutions portfolio which also includes a blended learning and development capability, resourcing for inbound and outbound contact centre operations, home agent customer contact, and kiosk and field customer contact solutions.

Salmat also operates a Business Process Outsourcing division offering outsourced business services for large corporate clients and a Targeted Media division which delivers more than 4.5 billion unaddressed items to homes across Australia every year.

Grant Harrod, Chief Executive Officer, Salmat, said, Our strategy moving forward is to promote the one Salmat brand as the leader in customer communications services. Both customer feedback and our own research suggests that organisations are interested in using the services of more than just one part of the business. By marketing the company more consistently under the one Salmat brand, we will become the Swiss army knife for customer contact in Australia.

Customer satisfaction and a positive experience are vital considerations for our clients. We have a unique ability to deliver solutions that have a significant positive impact on both of these measurements across the total customer lifecycle. We have an exceptional management team that is focused on helping our clients communicate effectively with their customers at the same time as exceeding the market expectations around product innovation and customer satisfaction.

About Salmat

Salmat is Australia's leading outsourced services provider specialising in targeted customer communications solutions. We facilitate our clients' contact with their customers through our extensive range of communication channels including voice, online, print, electronic and mobile.

The breadth of services that Salmat offers enables a specific solution to be customised to suit the requirements of each client. We have three key divisions, all of which are market leaders:

Business Process Outsourcing provides services for large corporate clients to communicate directly with their customers. High-end technology is used to produce bulk essential and direct marketing communications via mail, email or online. Salmat seeks to streamline and improve delivery of these regular services and we also use our data management capability to record, store and cross reference large amounts of archive information for clients in Australia, Hong Kong, Taiwan and the Philippines.

Salmat's Customer Contact Solutions division operates 60 contact centres in Australia and overseas and engages in over 100 million conversations for clients each year. This division applies world-class technology and highly trained staff to handle inbound and outbound phone, fax, email and online communication. It also provides face-to-face sales teams for clients in Australia, New Zealand and more recently in Asia. Tailored voice recognition applications and accredited e-Learning training are fuelling further growth.

Targeted Media Solutions delivers more than 4.5 billion catalogues and brochures to Australian homes each year. Using up-to-date lifestyle and geo-demographic data to maximise the effectiveness of each campaign, this division employs the latest technology to provide clients with real-time campaign reporting and auditing. It also undertakes promotional mobile and interactive voice response campaigns.

Lasoo.com.au is one of the services within Targeted Media Solutions. Launched in 2007, it is the premier online pre-shop service for Australian retailers providing a strong online presence for promoted items and catalogues, while consumers have a single means of assessing the best price and closest location for their desired purchases. In addition, Dynamic Catalogue software creates searchable catalogues on retailers own websites.

In thirty years, Salmat has become an organisation with over 7,000 employees working across eight countries. We contribute to our clients growth by helping them to communicate effectively with their customers. This experience, together with our proprietary systems and technology and our strong client relationships, secure Salmat's position as the leader in customer communications solutions.

For further information, please visit the Salmat website at www.salmat.com.au